

RESEARCH ON STUDENT MANAGEMENT STRATEGIES IN THE DIGITAL ERA OF THE UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS

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ABSTRACT

With the advent of the digital age, student management in universities is facing new challenges and opportunities. This article takes the University of International Business and Economics as an example to explore student management strategies in the digital age. By analyzing the characteristics of student management in the digital age, investigating the current situation and problems of student management in the school in the digital age, and proposing specific improvement measures and suggestions. At the same time, drawing on successful practice cases from other domestic and foreign universities, summarizing experience and inspiration. This article aims to improve the efficiency and quality of student management at the university in the digital age and provide reference for other universities.

Keywords: University of International Business and Economics; The digital age; Student management

INTRODUCTION

1. Introduction

With the rapid development of information technology, the digital age has deeply influenced people's daily life and learning. As an important base for talent cultivation, how to adapt to the development of the digital age and better carry out student management work in universities is a question worthy of research.

2. Analysis of the Characteristics of Student Management in the Digital Era

2.1. Dativization: In the digital age, the degree of dativization in student management is increasing. Through data analysis and mining, we can better understand the needs and problems of students.

2.2. Informatization: Through information technology means, rapid transmission and sharing of student information can be achieved, improving management efficiency.

2.3. Personalization: In the digital age, the personalized needs of students are more prominent, and personalized management strategies need to be adopted according to the characteristics of different students.

3. The Current Situation and Problems of Student Management in the Digital Era of the University of International Business and Economics

3.1. Backward management methods: In the digital age, the student management methods of the school are still mainly traditional and lack the application of information technology.

3.2. Insufficient data sharing: Insufficient data sharing among departments leads to poor information transmission and affects management efficiency.

3.3. Insufficient personalized services: The school has shortcomings in personalized services and cannot meet the personalized needs of different students.

4. Improvement strategies and suggestions

4.1. Promote information management: Strengthen the application of information technology in student management and establish a comprehensive student management information system.

4.2. Strengthen data sharing: Establish a data sharing mechanism between departments to achieve rapid transmission and sharing of information.

4.3. Provide personalized services: Based on the characteristics of different students, provide personalized management services to meet their personalized needs.

5. Practical cases and inspirations

5.1. A domestic university: By establishing a comprehensive student management information system, it has achieved digital storage, query, and management of student information, improving management efficiency. At the same time, through data analysis and mining, we can better understand the needs and problems of students, providing support for personalized services.

5.2. A foreign university: By providing personalized management services, it meets the personalized needs of different students. At the same time, strengthening the application of information technology has improved management efficiency and quality.

6. Conclusion

The importance and urgency of strengthening student management in universities in the digital age are self-evident. The University of International Business and Economics should actively promote measures such as information management, strengthen data sharing, and provide personalized services to improve the efficiency and quality of student management in the digital age. At the same time, drawing on successful practice cases from other domestic and foreign universities, summarizing experience and inspiration, and providing reference for other universities.

METHODOLOGY

1. The purpose and significance of educational management research

Educational management research is the process of exploring educational management phenomena and revealing educational management laws. Its purpose is to improve the scientific level of educational management and promote the development of the education industry. Through research, we can gain a deeper understanding of the actual situation of educational management, identify existing problems, propose improvement measures, and provide scientific basis for educational decision-making. At the same time, research on educational management also helps to improve the professional competence of educational management personnel and promote theoretical and practical innovation in educational management.

2. Literature review and analysis

Literature review provides theoretical support and reference for current research by summarizing and evaluating previous research findings. In educational management research, literature review can help us understand the history, current situation, and development trends of educational management, providing background and foundation for our research. Meanwhile, literature analysis can also help us identify research gaps and shortcomings, providing direction and ideas for our research.

3. Observation and Investigation of Educational Management Phenomena

Observation and investigation are important means of obtaining first-hand information. In educational management research, we can use observation and investigation methods to gain a deeper understanding of the actual situation of educational management, identify existing problems and difficulties. Through observation and investigation, we can obtain rich data and information to provide support for subsequent research and analysis.

4. Data collection and analysis methods

Data collection is the fundamental work of educational research. In educational management research, we need to collect data through scientific methods, including questionnaire surveys, interviews, case studies, and other methods. The collected data needs to be statistically analyzed to reveal the laws and characteristics of educational management. Common statistical analysis methods include descriptive statistics, dependent variable analysis, and multivariate statistical analysis.

5. Case studies and field investigations

Case studies and field investigations are important methods for gaining a deeper understanding of educational management practices. Through case studies, we can conduct in-depth analysis of the education management of a specific school or region, discover its successful experiences and existing problems. Field investigations can help us understand the actual situation of educational management, providing practical support for theoretical research and policy formulation.

6. Analysis of policies, regulations, and systems

The analysis of policies, regulations, and systems is an important aspect of educational management research. By analyzing policies, regulations, and systems, we can understand the government's policies and requirements for education management, providing policy background and basis for our research. At the same time, analysis of policies, regulations, and systems can also help us identify problems and shortcomings in policies, regulations, and systems, and provide suggestions for improvement and perfection.

7. Design and implementation of evaluation indicator system

The evaluation index system is an important tool for measuring the level of educational management. In educational management research, we need to design and implement a scientific evaluation index system to evaluate the quality and level of educational management comprehensively and objectively. The design of the evaluation index system needs to consider multiple aspects, including the goals, content, process, and results of educational management. The implementation of the evaluation index system requires collecting relevant data and information, conducting statistical analysis, and providing evaluation results and suggestions.

8. Application and promotion of research results

The application and promotion of research results is the ultimate goal of educational management research. By applying research results to practical educational management work, we can improve the scientific level of educational management and promote the development of the education industry. At the same time, we can also promote the research results to other regions or schools, providing references and inspiration for more education managers. In this process, we need to pay attention to the feasibility and operability of the research results to ensure their effectiveness and quality in practical applications.

RESULTS AND FINDINGS

Challenges and Opportunities Facing Current Education Management

1. Challenge: With the rapid development of society, educational management is facing many challenges, such as personalized needs of students, teacher career development, and educational and teaching reform.

2. Opportunities: With the continuous progress and application of technology, education management also faces many opportunities, such as digital campus construction, online education resource development, intelligent teaching management, etc.

Methods and Measures to Improve Education Management Level

1. Strengthen the construction of the teaching team, improve the quality and teaching level of teachers.

2. Promote education and teaching reform, focusing on cultivating students' personalized needs and innovative abilities.

3. Strengthen the construction of digital campuses and improve the level of information technology application.

4. Carry out international exchanges and cooperation, introduce advanced educational concepts and resources.

Practical case analysis and best practices

Case 1: A certain university has achieved digitalization and intelligence of teaching management by introducing advanced teaching management systems, improving management efficiency and quality.

Case 2: A certain university has introduced high-quality educational resources from abroad through international exchanges and cooperation, which has improved the overall teaching level of the school.

Pay attention to advanced concepts and technological applications both domestically and internationally.

In terms of curriculum design, attention should be paid to industry development and market demand, and curriculum design should be adjusted in a timely manner to ensure the forefront and practicality of teaching content.

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