

# Research on the Innovation of Chinese Vocational Education Management Model With “Internet Plus”

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## Abstract

Vigorously developing vocational education has become one of Chinese basic national policies. In the era of "Internet Plus", vocational education is also changing rapidly. Vocational education has the dual attributes of education and industry. The new era requires a deeper integration of vocational education with the Internet, which is a great challenge for vocational schools. Based on the background of the current "Internet Plus" era, this paper clarifies the necessity of the innovation of vocational education management model, and proposes strategies for the diversified development and innovation of this mode, aiming to better realize a deep integration of vocational education with the Internet.

**Keywords:** Internet plus, Chinese vocational education, management model, innovation strategy

## 1. Introduction

Under the back ground of the new era, vocational education with "Internet Plus" is the integration of modern vocational education system and Internet information technology. Vocational education is closely related to economic and social development, employment and people's livelihood. The Chinese government attaches great importance to vocational education, and has made an important decision to vigorously develop vocational education. It is clear and definite that vocational education is an important basis for China's economic and social development and a strategic focus of education. The Chinese government also emphasizes "service-oriented, employment-oriented" and vigorously promote the development of vocational education. In the era of "Internet Plus", the vocational education management mode needs to actively explore for formulating a new model that adapts to the development of this era, and cultivates high-quality technical talents suitable for the development of emerging industries and market of the new era. Vocational schools need find the way to grab the decisive opportunity in this fast-changing Internet transformation, serve the building of a powerful modern socialist country with Chinese characteristics, clarify the innovation and development of vocational education management mode under the back ground of "Internet Plus" era, and comprehensively improve the quality of Chinese vocational education. Those prominent problems which are urgent to be saluted by vocational colleges. Vocational colleges need explore theory in great depth and make efforts to promote the implementation of the "Internet Plus" vocational education management model innovation in practice. In particular, they need to pay attention to the transformation of teaching concepts, teaching mechanisms and joint school-running models. With the strong support of national policies, "Internet Plus" vocational education should shoulder the important task of cultivating various skilled talents needed for the development of the new era, give full play to the unique value and important role of vocational education, and contribute to the construction of a socialist economy with Chinese characteristics in the new era.

## 2. The Significance of the Reform and Innovation of Vocational Education Management Mode in the "Internet Plus" Era

It is undeniable that "Internet Plus" has brought a significant impact on education. It is no exaggeration to say that "Internet Plus" will trigger a new round of educational reform. In the context of the "Internet Plus" era, the rapid development of information technology and the fierce competition are constantly promoting the upgrading and transformation of traditional industries. High and new technology endows traditional industries with new vitality, and also brings new opportunities for the innovation and development of vocational education. Vocational educators should further tap domestic consumption demand and provide more satisfactory services in

order to promote the sustainable and stable development of the national economy. If the Internet information technology and vocational education are integrated openly, the ability is compounded, and the professional is integrated, it will be able to meet the new era, seize a new round of dividends of the era, generate income for the era, and at the same time drive vocational education to further improve its own system and achieve full integration and usage of resources and make the most of advantage. Whether as a driving tool or as a development paradigm, the innovation of vocational education management model with "Internet Plus" has become an inevitable trend.

### *2.1 The Development Trend of "Internet Plus" Vocational Education*

The innovation of vocational education management mode is the demand for the development of the "Internet Plus" era that emerges from the deep coupling of modern information technology and social economy. The upgrading and transformation of traditional industries, economic restructuring and production methods have brought unprecedented impacts. In recent years, with the large-scale development of vocational education in my country, there is an urgent need for the deep integration of Internet technology and vocational education. The unreasonable traditional vocational education system, the weak awareness of innovation in vocational colleges, and the low awareness of using high-tech Internet have led to the lag in the development of Internet information, and its role in the management of vocational colleges has not been effectively utilized. At the same time, vocational education is an important part of modern education. Vigorously developing vocational education and innovating vocational education management models correspond with the support of national macro policies and cherish the influx of massive capital. With the strong support of national policies, vocational education should shoulder the important task of cultivating various skilled talents needed for the development of the new era, give full play to the unique value and important role of vocational education, and contribute to the construction of a socialist economy with Chinese characteristics in the new era. Encouraging the innovation of the "Internet Plus" vocational education management model will help improve the efficiency of teaching management, improve the quality of talent training in vocational colleges, help implement the fundamental task of fostering virtue through education, and promote students' physical and mental health, and elevate students' all-around development of moral, intellectual, physical, aesthetics and labour education, and develop and grow into a socialist builder for the development needs of the new era. Improving the scientific and intelligent level of vocational education management mode, rationally allocating educational resources, and establishing an innovative management mode conducive to the development of colleges are the needs of socialist construction with Chinese characteristics in the new era.

### *2.2 The Significance of High-Quality Development of Vocational Colleges*

In order to adapt to the development of the times and promote the training of new vocational and technical talents in the context of the Internet era, innovative vocational education management models are the needs of vocational colleges and high-quality development. Under the background of continuous social and economic development, the status of vocational education in our country is constantly improving. Vocational colleges are facing the questions that how to promote the construction of characteristic disciplines, improve the teaching skills of teaching staff, improve the level of daily management, build harmonious colleges, and deal with the fierce competition among colleges and universities. The solutions of mentioned question faced by vocational colleges include actively integrating the means of Internet information technology in the new era, innovating teaching management, changing the training mode, establishing a dynamic development mechanism, closely fitting the different backgrounds of different industries, and improving the employment ability of students. Therefore, vocational colleges can effectively enhance their own competitiveness, balance the rational investment in education, promote the balance of economic development, meet the needs of colleges. It is also for their own survival and development in the new era. In the era of "Internet Plus", higher vocational colleges have been endowed with lofty missions and historical responsibilities. And at the same time, the new Internet information technology gets a wider development space. It is necessary for higher vocational colleges to provide more high-quality and qualified labor for the society. Only by using these technologies to deepen reform and independent innovation, seize the opportunity of the times, pay attention to self-reform, and change our own defects and deficiencies, can we have high-quality and characteristic school-running quality. Therefore, vocational colleges need to take vocational education management innovation as the key direction for adjusting internal structure and reforming management methods, actively use Internet informatization to break through practical difficulties, make up for shortcomings in institutional mechanisms and resources, and pay more attention to the development of vocational education and its coordination and adaptability with the economic and social development, build a new education management system, grasp the core connotation of college development, improve the overall effectiveness of vocational college teaching and the possibility of multiple

development, actively respond to market demand, and promote the health, sustainability and coordination of vocational colleges developing.

### **3. The Innovation and Development Path of "Internet Plus" Vocational Education Management Model**

In the era of "Internet Plus", the demand for talents should develop towards diversification. How to better integrate vocational education with the Internet is the focus in the academic circles. In the process of promoting the construction and development of vocational education in the new era, in-depth exploration in theory and efforts to promote the implementation of vocational education management model innovation in practice will greatly promote the training of skills for vocational college students.

#### *3.1 To transform Teaching Idea*

With the advent of the "Internet Plus" era, the development of vocational education is faced with the phenomenon of insufficient reform and innovation, the homogeneity of talent training and the low degree of conformity with the needs of the times. Therefore, how to properly handle the relationship between higher vocational education and the development of the Internet and give full play to the social service ability of vocational education is the key direction of the current vocational education development. At present, the highly digitized, networked and machine self-organized intelligent production has broken through the time and space boundaries of learning. The learning space and learning methods of students also have changed. Active learning in independent spaces, extensive learning with multi-dimensional resources, and non-systematic, flexible, and convenient piecemeal learning have become the fast learning methods for resource integration and utilization in the "Internet Plus" era. Therefore, vocational schools should change the traditional teaching management methods and teaching concepts, and change from in-class to out-of-class. This change will dispel the traditional function, authoritative status and intellectual hegemony of teachers in education, and break the mode of getting along between teachers and students. The role of teachers is no longer a pure knowledge lecturer, teaching guide and information transmitter. The role of teachers is gradually diversified, and the image of teachers is more three-dimensional, friendly and wise. Students are no longer limited to passively accepting knowledge, but are active explorers, active thinkers, and cooperators in the learning process. This requires teachers to constantly seek professional development, and constantly improve their subject knowledge and teaching strategies. Therefore, teachers should continue to carry out cross-border learning, focus on updating professional knowledge, and keep pace with the development of the new era, to meet the requirements of rapid economic and social development in the "Internet Plus" era. At the same time, traditional collective, passive, stimulus-response, and reinforcement learning method should be turned to customized, active, and endogenous constructive learning method. So that we can meet the needs of talents who adapt to rapid changes in new technologies, new models, new occupations, and new job divisions,

#### *3.2 To Change Teaching Mechanism*

With the continuous advancement of Internet information technology, the innovation of teaching mode is focused on the innovation of teaching methods and teaching content. By strengthening the construction of online course resources, conducting information technology training, improving teachers' teaching ability of information technology, and combining teaching design methodology, course design model and teaching environment design, such as micro-courses, MOOCs, and flipped classrooms, can form a new teaching method of integrated online and offline courses. In the teaching methods, in addition to designing different forms of imparting knowledge, it can also build a virtual learning community and an interactive communication platform, and actively carry out activities such as online tutoring, teacher-student exchanges, class discussions, etc., to cultivate a teacher-student learning community, strive to improve the level of knowledge that students can master. At the same time, in the "Internet Plus" era we should not only evaluate students from rigid paper forms, but also should respect and care for them, and fully understand students from the survey data. Rather than accessing students from final grades, evaluation grades and other data, we should make full use of information technology to analyze the characteristics of students with big data, break through the limitations of traditional teaching, and deeply excavate the characteristics of each independent individual. Students should be able to learn new knowledge more conveniently but not influenced by time, place and distance. Teachers use big data to obtain objective feedback on students' learning, and form corresponding analysis reports, which can supplement each student's knowledge in a targeted manner. At the same time, the Internet-based course development software transforms physical classrooms into home classrooms, cafeteria classrooms, and corporation classrooms. It can strengthen the communication and cooperation between students and the outside world and realize learning anytime, anywhere. Students who participate in the learning can leave messages on the Internet, make suggestions, and get timely solutions. It can fully follow the objective development laws of students, and make the Internet

technology effectively fit in the whole process of talent training. In traditional education, the course structure is inappropriate and the course content is lagging behind. Through the analysis of big data, teachers can adjust the effective learning strategies of course design in a timely manner, accurately grasp the problem of the course, know the completion status of students after class and the defects in course teaching. In this way, we can promote scientific and refined teaching management.

### 3.3 To Converse the Joint School-Running Models

The school-enterprise relationship is one of the main factors affecting the quality of vocational education. The "Internet Plus" era has transformed the school-enterprise relationship from cooperation to mutual benefit and development. At present, the ways of cooperation between vocational colleges and enterprises usually include: the enterprise provides internship positions for students, the enterprise sends technical personnel to serve as part-time teachers, the enterprise entrusts the school to conduct employee training, the enterprise provides training positions for teachers, and the enterprise and the school jointly tackle scientific and technological problems, etc. But it cannot bridge the gap between supply and demand in the market quickly. The innovative development path of vocational education management model should not only follow the traditional model of school-enterprise cooperation, but also be based on the direction of Internet development, promote the diversified and in-depth participation of social forces in running schools, and actively integrate into the labor training market of enterprises, governments and public welfare. By cooperating with various forces to hold joint training universities, building community colleges in the community, participating in government-supported social undertakings and public welfare, developing distance education, learning various skills, technologies and knowledge systems anytime and anywhere, building virtual simulation platforms, and providing simulation school resources, and also developing practical production teaching online courses and other ways, so can we strengthen the participation of enterprises in vocational teaching, and enhance the guidance responsibility of enterprises for education management work. Therefore, the purpose of respecting the individualized development of students and teaching students in accordance with their aptitude is achieved. And make full use of the advantages of information technology and Internet resources. While satisfying regional economic development, vocational schools need to explore cross-regional school-enterprise transregional cooperation, expand the funding channels of vocational colleges, and obtain strong financial support to ensure the vitality of running schools and new growth. In the process of running a vocational school, vocational schools also should be driven by leading majors to support economic transformation, support people's livelihood improvement, and support city to serve domestic and international markets.

## 4. Conclusion

In conclusion, in the Internet era, Chinese vocational education is gearing up for a great revolution. The innovation of vocational education management model with "Internet Plus" is very imperative. Driven by the innovation in the Internet era, we should carry out strategic innovation reform measures according to the needs of the new normal period of economic development, improve the education management model of vocational colleges, further promote the deepening reform of vocational education, and promote the modernization and information reform of vocational education. Through the innovation of management mode, we can further promote the integration of vocational education and Internet information technology, build a high-quality, respectful knowledge and technology, and create a healthy development environment for vocational education with new skills, break through the bottleneck of vocational education development, and shape a clear ownership position in vocational education and accordingly obtain greater development. This endows the vocational education management model with colorful life and development vitality. Vocational education colleges need to deeply understand the necessity and urgency of innovation, analyze the current deep and superficial problems, continue to reflect and improve, and finally surpass themselves and continuously strengthen practical exploration. Through using the innovative strategy of vocational education management model in the "Internet Plus" era, vocational education colleges can continuously improve the teaching system, improve the strength of teachers' resources, enhance students' pleasure of learning, and eliminate the society's contempt for modern vocational education, which is a strategic measure reflecting vocational education is as important as other types of education. At the same time, it will provide technical and skilled talents for the new era, meet the needs of the future period, and make adequate preparations to adapt to the new era of the Internet in the future.

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