Analysis on the Improvement of Teaching Management Mode of Distance Higher Education under the Trend of Education Marketization

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Abstract

Marketization of higher education is one of the basic development trends of higher education all over the world. The nature and mode of higher education system and operation mechanism are subject to certain political and economic system and operation mechanism. Distance education breaks the limitation of traditional education, enables learners to study online according to their own study plans, makes full use of educational resources, makes excellent schools, excellent teachers and excellent courses shared by learners in the whole society, and enables citizens to get more and better educational opportunities. In the big pattern of modern education, developing modern distance higher education is not only in line with the development trend of science and technology education in the world, but also a strategic choice to solve the contradiction between people's increasing educational needs and the relative shortage of educational resources. This paper takes the macro-level reform of higher education management system as the research object, and analyzes the corresponding changes of distance higher education management mode in the transformation of old and new mechanisms under the trend of education marketization.

Keywords: Distance higher education; education marketization; teaching management

1. Introduction

In recent years, modern distance higher education has developed rapidly. Subsequently, the contradiction between the scale efficiency of distance education and the quality assurance of education is becoming more and more prominent [1]. At present, the government and the pilot universities have realized that quality is the primary problem in the development of Distance Higher Education [2]. In China, distance education in Colleges and universities is in the pilot stage, and distance education management is an important part of distance education pilot work [3]. While the pilot construction of Modern Distance Education in China has made great progress, the challenges faced by distance higher education are becoming more and more severe. Distance education is the product of human history after entering the industrialized society. It has experienced three historical stages: correspondence education, radio and television education and Modern Distance Education [4-5]. Modern distance education is a new form of education with the deve-

lopment of modern information technology. The uneven level of students makes it more complex and difficult to improve the teaching quality of distance education compared with ordinary universities [6]. There are many factors affecting the quality of running a school in this system, which can neither be treated with the traditional view of higher education quality, nor be developed without the existing education laws [7].

Marketization of higher education is one of the basic trends and inevitable choices of higher education in the world. The essence of education privatization and marketization is that the state transfers the responsibility originally undertaken by the state to the non-state sector by introducing market factors into the public sector, or changes the nature of the state's participation in public services [8]. Supported by computer network and satellite digital communication technology, distance education has the characteristics of digitization, networking, media and interaction, and is the main means to build people's lifelong learning system in the era of knowledge economy [9-10]. The traditional evaluation method and quality evaluation standard of higher education can't give full consideration to the

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particularity of distance education. Therefore, we must find a new way to solve the problem of quality assurance of distance higher education. Distance education can learn from the current successful management mode of foreign countries [11]. However, China is a developing country. If some foreign experiences are copied, they may not be able to adapt to China's national conditions. Therefore, the implementation of distance education in China should have a management mode suitable for its own national conditions, which can contribute to the development of distance education and become a driving force for the development of Distance Education [12]. In the pattern of modern education, the development of modern distance higher education is not only in line with the trend of the development of science and technology education in the world, but also a strategic choice to solve the contradiction between the people's growing demand for education and the relative shortage of educational resources. At the same time, it is also an important way to realize the popularization of higher education, build a lifelong education system, and move towards a learning society with unique potential and vitality [13].

Different from the previous forms of education, distance higher education has the characteristics of time and space separation of teaching and learning, sociality of educational objects, diversity of media facilities, richness of teaching resources, and bidirectional information transmission, which determines that the form of modern distance higher education needs to be standardized by different systems [14]. Compared with traditional education, modern distance higher education has its unique advantages, so it has achieved rapid development. The information age has brought a new way of distance education, and has become an important way to promote the popularization of Higher Education [15]. With the rapid development of distance education, we must take certain strategies to improve the quality of distance higher education and ensure the smooth implementation of Distance Higher Education [16]. Compared with the traditional elite education, many of the students who participate in distance education are college graduates who have failed in the college entrance examination or have already worked, which often leads to certain bias in the teaching quality of China's distance education due to the source of students [17]. With the continuous establishment and improvement of the socialist market economic system and the change of social

structure, the national education management system has also undergone corresponding changes, especially the higher education management system has undergone significant changes [18]. Taking the macro level reform of higher education management system as the research object, this paper analyzes the corresponding changes of distance higher education management mode in the transformation of new and old mechanisms under the trend of education marketization.

2. The urgency of improving the quality of Distance Higher Education

The level of educational informatization development is the most important representative of modern educational development and an important symbol of a country's development. Higher education is a subsystem of socio-economic system, and its system and operating mechanism depend on the arrangement of a socio-political and economic system, which is essentially a part of the socio-political and economic system. Modern distance education is a new form of distance education which is different from the traditional RTVU education mode. It is a new educational model that uses Internet technology and multimedia technology to realize interactive learning. The nature and mode of higher education system and operation mechanism are subject to certain political and economic system and operation mechanism. Distance teaching platform is the combination of major technologies and functions of modern distance higher education, a comprehensive platform for providing distance higher education services, and a medium for learners to interact with resources, teachers or other learners. What kind of political and economic system and operation mechanism are compatible with it. Modern distance education adopts a new educational model of long-distance real-time or non-real-time two-way interaction to realize information transmission across time and space.

Compared with traditional classroom teaching, the role of teachers has changed greatly in modern distance teaching. Teachers have changed from the leader of traditional classroom face-to-face teaching to the instructor of students' autonomous learning in modern distance education, from the giver of knowledge to the helper of students' building their own cognitive structure and developing their cognitive ability, and from the monopolist of teaching information resources to the navigator of students'

obtaining learning resources. Figure 1 shows teachers and students who are conducting distance education.

Figure 1 Distance education

It is necessary to strengthen the training of teachers' basic information skills and comprehensive
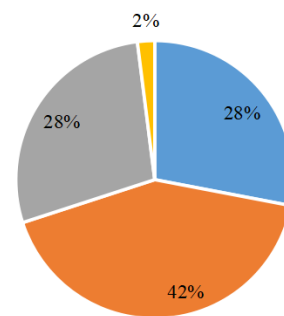
application ability, so that teachers can master the ability to design and produce high-quality teaching resources by using instructional design principles and the ability to organize online teaching by using distance teaching platform. Compared with traditional education, modern distance education has the characteristics of openness in running a school, which breaks the traditional and closed mode of running a school and realizes a teaching mode of learning any courses offered by excellent teachers at any time and any place. For example, Table 1 makes a preliminary comparison between the basic elements of the teaching process of distance education and traditional education.

Table 1 Comparison of the basic elements of the teaching process between distance education and traditional education

	Traditional education	Distance Education
Teacher	A course has a teacher	One course has one lecturer and multiple tutors
Student	Mostly children and adolescents	Mostly adults, very different from each other
Content of courses	Present the teaching in textbooks	Present teaching content with learning materials
Teaching environment	Content	The learner's personal space

Although some pilot schools offering distance education have their own quality standards, due to their highly open learning time, learning place and learning content, the existing standards also encounter some difficulties and contradictions in their implementation. Due to the limitation of economic development level, educational utilitarianism and pragmatism are prominent in developing countries, which tend to play a major role in university education. The state is not only the founder of universities, but also the main employer of college students, so the state control mode is more prevalent in developing countries. The richness and quality of the system directly affect the teaching quality of distance higher education. Defining the guarantee of education support will prompt distance education institutions to provide high-quality education services, make full use of the advantages of distance education and improve the quality of distance education. Different institutional choices correspond to different institutional arrangements and operational mechanisms, which are mainly manifested in different organizational forms and resource allocation methods in the political and economic system. It is necessary to establish different

levels of systems to coordinate educational policies and supervision, so as to promote the realization of the goal of distance education. Figure 2 shows the statistics of the most important communication methods between students and educators.

■ Call or text message ■ Social software ■ Facing each other ■ Other

Figure 2 The main way of communication between students and educators

The Ministry of Education will conduct spot checks and comprehensive evaluation on the annual inspection results of off-campus learning centers in combination with the school self-assessment report and the provincial education administrative departments, and give corresponding treatment to

the problems found. The Ministry of Education will also start to evaluate the network education colleges of pilot universities in due course. Economic operation mechanism under planned economy and market economy are two fundamentally opposite and incompatible economic systems [20]. Therefore, the management mode of distance higher education under the conditions of planned economy system and market economy system is quite different. The investment and construction of modern technology and equipment and the establishment of a well-functioning distance teaching platform are the basic guarantee for the quality of modern distance higher education. However, in recent years, some colleges and universities have blindly developed off-campus teaching points or learning centers, without setting uniform standards, and the local education administrative departments have not checked and checked them well, resulting in some off-campus teaching points and learning centers lacking necessary teaching and management service facilities. The management mode of distance higher education formed under the long-term planned economy in the past is undergoing profound changes, and a new management mode of distance higher education adapted to the socialist market economy is gradually taking shape. China's distance education is still in the transition period, so it is especially necessary to balance the conflicts of interests through the system to promote the orderly development of distance education. Especially, standardize the management of enrollment, strengthen the management of teaching process and strict examination management.

3. The overall quality management of Modern Distance Higher Education

3.1 Improve the function configuration of distance teaching platform

The quality assurance system of distance higher education plays a significant role in standardizing the running of distance higher education and improving the quality of distance higher education. However, due to the influence of many factors, it is inevitable that the implementation actions and results deviate from the system objectives in the actual implementation process of the system. Only by carefully analyzing the reasons for the contrast between the formulation and implementation of the system, can we seek positive countermeasures. One of the most basic characteristics of planned economy is to allocate resources according to the plan made by the government, including the allocation of human,

material and financial resources. Among all kinds of social resources, the development, allocation and use of human resources, especially senior professionals, is closely related to higher education. The concept of system implementation is weak, for example, the uploaded policies cannot be implemented, which greatly reduces the implementation effect of the system. The system supervision is not enough. To guarantee the quality of modern distance higher education, we should establish a unified and perfect quality standard of modern distance higher education. In the process of formulating quality standards, we should not forget the teaching objects. Often, they more directly reflect the requirements of society for talents, and better understand what kind of knowledge and ability the work actually needs, so that the quality standards we formulate are more realistic, more recognized by the society, and more credible in quality. The common distance learning model can be described as a "catalytic reaction", as shown in Figure 3.
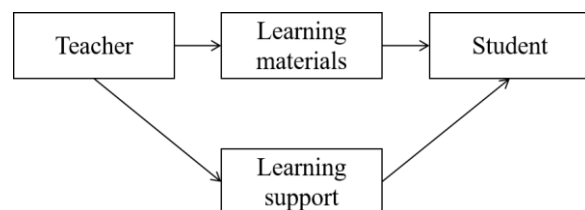

Figure 3 The catalytic reaction mode of distance learning

Perfect institutional system is the foundation of improving institutional efficiency. The system must be scientific, reasonable, systematic, standardized and operable. The system should conform to the reality of distance education, not only with the internal system of the school, but also with the external environment, such as the source market, talent market, etc. It has the adaptability and flexibility under complex conditions. It is necessary to constantly improve the system and continuously improve its efficiency. In addition to the function of personnel training, the higher education system also has other functions such as engaging in scientific research and serving the society. In order to simplify the research, when studying the management mode of distance higher education, this paper mainly starts from the basic function of talent cultivation. Taking personnel training as an example, the macro operation mechanism of higher education system under the planned economy condition. Educators should provide learners with online teaching resources, carry

out online teaching activities, constantly meet learners' autonomous learning requirements, establish an effective learning support service system, and create a distance teaching platform with perfect functions and facilities, which is the foundation and pillar to ensure the quality of modern distance higher education [21]. The qualifications of teachers in distance higher education are directly related to the production of live courseware and the quality of teaching. How to standardize the courses provided for distance education also needs to introduce corresponding measures. Therefore, we should strengthen the research on the quality of distance education, provide scientific and comprehensive suggestions for the development of distance education, and formulate an operable implementation plan.

3.2 Strengthen the construction of online teaching resources

Modern distance higher education is based on students' individualized self-learning, which requires students to have certain self-learning ability and online learning skills. However, because most of the students in modern distance higher education come from on-the-job personnel and failing students in the college entrance examination, they are accustomed to or adapted to the long-established teaching form based on teachers' face-to-face teaching, but it is difficult to adapt to the new teaching mode of modern distance education. In the expression form of online teaching resources, teachers should not only use hypertext to arrange and organize teaching content, but also use multimedia technology to make teaching content diversified and more vivid, which can stimulate students' interest in learning and make it easier for students to master knowledge. Compared with traditional higher education, distance higher education has more characteristics of adult education and continuing education, and its teaching quality is reflected in the relative improvement of learners, that is, to increase their knowledge and develop their skills. With the deepening of reform and opening up and the reform of social, political and economic system, its drawbacks have increasingly restricted the development of China's higher education and the implementation of the strategy of rejuvenating the country through science and education, and the process of gradually replacing the old system with the new system has gradually started [22]. In the development and sharing of online teaching resources, colleges and universities should

strengthen cooperation among colleges and universities, and jointly develop high-quality online teaching resources, test questions banks and online testing systems, so as to realize joint development and enjoyment, avoid redundant construction and reduce waste [23].

The management mode of distance higher education is consistent with the central planned economy system, which is essentially a top-down administrative control and management. Under this highly centralized and strictly controlled teaching management mode, colleges and universities are affiliated to the planning and management departments of the government, and all colleges and universities are invested by the state and under the direct management and control of the government. Figure 4 is a path analysis model of constructing dimensions and learning effects of online ideological and political classroom environment in universities.
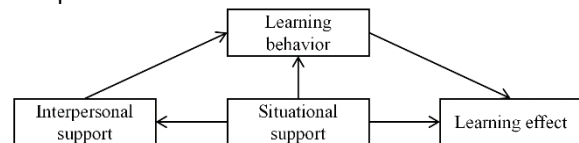

Figure 4 Path analysis model

As a new form of educational organization, modern distance education is an organic whole composed of training objectives, educational content, technical media, educational methods, educational facilities and other factors. It has formed a relatively stable form of educational organization adapted to its social background and academic environment [24]. Figure 5 shows the measurement and functional structure of the distance education intelligent information management system.
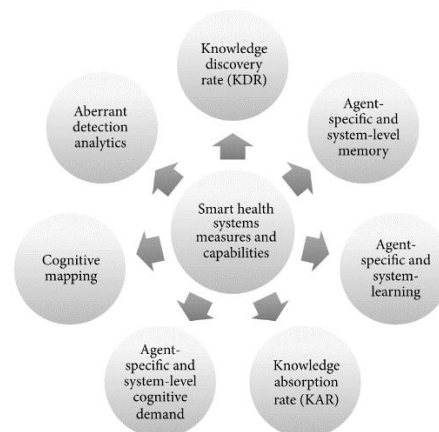

Figure 5 Measures and capability structure of the intelligent information management system

In order to achieve the actual effect, modern distance higher education needs not only high-quality teaching resources, but also the ability of students to study independently on the Internet. Otherwise, even if the teaching resources are more abundant, it is difficult to improve the teaching quality of modern distance higher education. The multi-level management mode of distance education in the system is adjusted. The learning center outside the school of the pilot university is not only managed by the network college, but also restricted by the local education department. This causes a certain degree of resource waste and internal consumption. And relying on the approval of local education departments will lead to the proliferation of "local protectionism". For the excellent teaching resources abroad, as long as it is suitable for the needs of Modern Distance Higher Education in China, we should adopt the method of actively introducing and enrich the national resource base. It is necessary to clarify that the charm of distance higher education lies in flexible learning mode and abundant learning resources. While ensuring the quality, the autonomy of distance colleges and universities should not be stifled. Other measures should be taken to increase the quality control, and gradually increase the enrollment and professional authority of pilot universities.

3.3 Strategies to improve the quality of Modern Distance Higher Education

Educational administrators should raise awareness, change traditional concepts, establish modern distance higher education quality view and learner-centered service consciousness, learn modern distance higher education theory and modern educational technology, and continuously improve teaching management ability and level. The specific enrollment plan of each major should adopt flexible management. On the premise of mastering the actual management ability and quality of management work, we should give full play to the enthusiasm of each school, and try our best to meet the enrollment requirements of school. After China's reform and opening up, the market mechanism has been gradually introduced into the economic field, and the market has gradually become the core of social resource allocation [25]. In the field of higher education, the government's direct administration of colleges and universities began to loosen, and colleges and universities began to demand more autonomy in running schools. The goal of talent training in distance higher education is to train applied talents with high information literacy and self-learning ability, which can meet the needs of social development and post work. Facing the huge educational demand and relying on the advantages of information technology, distance education will surely get better development in China. The examination organization is organized by each branch school and school-running point, and the pre-admission work is completed. The general school completes the online audit and cooperates with the corresponding on-site review to ensure the seriousness of the standardized implementation of the enrollment work [26]. At present, there are few textbooks that are completely suitable for distance education. It is necessary to form a textbook compilation Committee, and organize experts from related disciplines, editors, distance education technicians and distance education teaching research experts to complete the compilation and examination of modern distance higher education textbooks, so as to truly design practical textbooks for multimedia design schemes. The market of higher education has become an important part of the operating mechanism of higher education under the condition of market economy. Therefore, the state decided to change the teaching management mode of universities by relaxing the state control and expanding the autonomy of universities, so that higher education can adapt to the changing social and economic environment more flexibly and actively.

4. Conclusions

Quality assurance is an eternal theme and a complex system in the process of running modern distance higher education. Market mechanism is not omnipotent, but in essence it is only an effective economic operation mechanism in a specific social development period. The marketization trend of higher education does not mean that the country withdraws from the field of higher education. Distance education provides more people with educational opportunities, promotes educational equity and promotes the construction of a learning society. With the deepening of the marketization trend of higher education, the government's role in higher education management will be constantly adjusted, and the future development direction of higher education management system should be from higher education administration to higher education governance. The adult education and lifelong education bill on distance education is being

planned, and the distance education bill is expected to come out. The quality of distance higher education will be further improved with perfect system norms and strong implementation. Modern distance education needs the correct guidance, inspection and supervision of educational administrative departments, the understanding and support of society, the accurate positioning of school-running institutions, and the efforts, self-restraint and self-monitoring of school-running institutions, educators and educatees.

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