An Analysis of Academic Management Reform in Private Application-Oriented Universities: A Case Study of Qingdao Film Academy

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Abstract: Using Qingdao Film Academy as a representative case study, this paper explores the challenges and directions for reform in academic management faced by private application-oriented universities after transitioning to bachelor's degree-granting institutions. This exploration is crucial for understanding the unique obstacles that these universities encounter in adapting to new academic standards and expectations. Through comprehensive literature review, in-depth field research, and expert consultations, the paper analyzes key issues prevalent in current academic management practices. These issues include insufficiently staffed management teams, incomplete functionality of academic systems, and frequent changes in student status, which can disrupt educational continuity and affect the quality of education. Based on these critical findings, several reform suggestions are proposed. These include improving and refining academic management systems to better align with institutional goals, developing advanced information-based management systems to enhance operational efficiency, strengthening management team capabilities through ongoing professional development, and focusing on students' mental health to promote their well-being and academic success. This study aims to provide theoretical foundations and practical references for enhancing the efficiency of academic management and raising educational standards in private application-oriented universities. By addressing these challenges, the paper contributes valuable insights for institutions undergoing similar transitions, aiding them in navigating the complexities of academic management reform and contributing to the broader discourse on higher education improvement.

1. Introduction

Student Management is an integral part of educational administration in universities, continuously evolving and improving over time. In 1983, the Ministry of Education issued the "Full-time General Higher Education Student Management Regulations," laying the foundation for student management in universities. Subsequent revisions to the "General Higher Education Student Management Regulations" were made in 1990[1], 2005, and 2016, with updates in areas such as student status changes, rewards and punishments, and appeals mechanisms, reflecting the principles of "people-centeredness" and "rule of law in school governance."

After Qingdao Film Academy transitioned from an independent college to a private application-oriented undergraduate university, it faced significant challenges in reforming its student management system, structuring management systems, and improving management teams. To meet new educational development needs, this research proposes reform paths that focus on optimizing student management systems and enhancing the application of information technology systems to improve the efficiency and precision of student management.

The aim of this study is to analyze the real issues in student management at Qingdao Film Academy and explore reform pathways suitable for academic management in private application-oriented universities[2]. By optimizing student management systems,

standardizing management processes, and building professional management teams, the research seeks to enable Qingdao Film Academy to better adapt to the demands of transitioning from an independent college to a private application-oriented undergraduate institution. Specifically, the study emphasizes enhancing the application of information technology systems to boost the efficiency and accuracy of academic management. The research not only provides theoretical support for student management reform at Qingdao Film Academy but also offers valuable references and practical guidance for other similar universities in optimizing their academic management processes.

2. Literature Review

Research on academic management reform in universities, both domestically and internationally, primarily focuses on the optimization of management systems and the resolution of practical issues. In recent years, with the rapid development of information technology, the application of digital solutions in academic management has become a key research area, attracting significant attention from scholars and practitioners alike. For instance, Ma Yingchun's study emphasizes that introducing information systems in private universities can significantly enhance management efficiency by streamlining administrative processes and improving data accuracy. Meanwhile, Liang Liang analyzed common problems in the academic management of private universities, such as outdated management models and lack of standardized procedures, and proposed corresponding solutions to address these challenges[3].

International research tends to focus on the "student-centered" approach, emphasizing the importance of respecting individual student differences and providing personalized services. This approach advocates for tailoring academic management practices to meet the diverse needs of students, thereby improving student satisfaction and educational outcomes. Additionally, studies have highlighted the importance of integrating modern educational technologies to support this personalized approach.

However, most of the existing research remains theoretical, with limited practical studies specifically addressing reform strategies for private application-oriented universities. There is a noticeable gap in empirical studies that offer concrete, actionable recommendations based on real-world applications. This study, therefore, aims to fill this research gap by focusing on the actual situation of Qingdao Film Academy. By conducting an in-depth analysis of the academy's current academic management practices and challenges, the study proposes actionable reform strategies that are not only theoretically sound but also practically feasible. These strategies are intended to serve as a reference for other private application-oriented universities seeking to enhance their academic management systems and improve overall educational quality.

3. Research Methodology

In conducting this study, a thorough and comprehensive review of both domestic and international literature on academic management reform in universities was undertaken. This extensive analysis involved examining a wide array of scholarly articles[4], research papers, policy documents, and case studies that focus on the historical evolution and current trends in academic management policies. By delving into the development of these policies over time, the study was able to identify significant shifts and patterns that have shaped the contemporary landscape of academic management in higher education institutions.

The literature review provided insights into various models and approaches to academic management, comparing traditional systems with modern, innovative practices adopted globally. It highlighted how factors such as globalization, technological advancements, and changing educational paradigms have influenced academic management strategies. The review also emphasized the increasing role of information technology in streamlining management processes, enhancing communication, and improving overall efficiency within universities[5].

By synthesizing the knowledge gained from the literature, the study constructed a robust theoretical framework that underpins the research. This framework served as a foundational platform for analyzing the specific challenges faced by private

application-oriented universities like Qingdao Film Academy, especially in the context of their transition to bachelor's degree-granting institutions. The theoretical insights provided a lens through which the proposed reform measures could be evaluated and justified, ensuring they are grounded in established academic theories and best practices[6].

Moreover, the literature review laid a critical foundation for the practical aspects of the research. It informed the methodological approach, guiding the design of field studies, surveys, and expert consultations. By aligning the practical research with theoretical principles, the study ensured a cohesive and comprehensive analysis of the issues at hand. This integration of theory and practice enhances the credibility of the research findings and supports the development of actionable reform strategies. Ultimately, the literature review was instrumental in bridging the gap between theoretical concepts and real-world applications, contributing to the overall goal of improving academic management efficiency and elevating educational standards in private application-oriented universities.

3.1 Field Research

To gain a comprehensive understanding of the current state of academic management at Qingdao Film Academy, extensive field research was conducted. This involved collecting first-hand data through various qualitative and quantitative methods. Interviews and surveys were meticulously designed and carried out with a diverse group of stakeholders, including students, teachers, and administrative staff. The interviews provided in-depth insights into individual experiences and perceptions, focusing on the implementation of academic management policies, operational efficiency, and overall satisfaction with the existing system. The surveys, on the other hand, gathered quantifiable data on key performance indicators related to academic management.

The research specifically targeted areas such as the effectiveness of current policies, communication channels within the institution, resource allocation, and the frequency and handling of student status changes. By engaging directly with those affected by academic management practices, the study was able to identify underlying issues and common

concerns. The findings from this field research served as a critical foundation for identifying and analyzing the key challenges within the existing system. This empirical data not only highlighted areas needing improvement but also provided evidence-based insights that informed the development of practical and targeted reform strategies.

3.2 Expert Consultation

In addition to field research, the study incorporated expert consultations to explore the challenges and potential reform directions in academic management from a broader perspective. Consultations were held with academic management experts from other universities, including seasoned administrators and scholars specializing in higher education management. These experts provided valuable external viewpoints on the issues identified at Qingdao Film Academy, allowing for a comparative analysis with practices at other institutions[7].

The discussions with experts focused on several critical areas, such as the integration of information management systems, strategies for enhancing management team capabilities, and approaches to supporting student mental health. The experts emphasized the significance of adopting advanced information technologies to streamline administrative processes and improve data management. They also highlighted the importance of continuous professional development for management teams to adapt to evolving educational landscapes[8]. Regarding student mental health, the experts underscored the need for proactive measures and support systems to promote student well-being, which is intrinsically linked to academic success.

4. Analysis of the Current Status of Academic Management

After transitioning to a private application-oriented undergraduate university, Qingdao Film Academy has continued to use the academic management model from its days as an independent college. However, with the expansion of the school and the increasing diversity of student management needs, the academic management system now faces growing challenges. First, the current academic management system is relatively basic and struggles to effectively handle frequent student

status changes, such as transfers, leaves of absence, re-enrollments, and withdrawals. The system's limited functionality and slow data processing make it difficult to manage these transitions efficiently, leading to delays in updating information and negatively impacting students' academic progress. In particular[9], when faced with frequent student status changes, the system fails to provide fast and accurate tracking and management, which exacerbates the complexity of managing student records.

There are significant issues with the management of student archives[10]. Many student records are incomplete, and information updates are often delayed, which undermines the accuracy and long-term reliability of the archival system. This chaotic state of archival management not only creates obstacles for handling student status changes and degree conferrals but also increases the risk of losing or mismanaging student data, which could affect both individual academic progress and the school's operations. Additionally, the school's attendance system relies heavily on manual input, resulting in low efficiency and a lack of accuracy, making it difficult to reliably reflect students' attendance. Manual attendance tracking is prone to errors, omissions, and potential manipulation, which distorts attendance data and negatively impacts the school's ability to effectively manage and evaluate student performance.

The development of the academic management team has also lagged behind. The school lacks experienced and skilled personnel in academic management, and the current team is not equipped to meet the demands of modern, information-driven management systems. Given the high level of policy adherence and complexity involved in academic management, the existing staff struggle with handling information systems and student status changes, leading to inefficiency and poor service quality. The current academic management system lacks the capability for automated data processing and real-time updates, and its limited information management level restricts the overall efficiency and intelligence of the school's operations. To address these challenges, Qingdao Film Academy urgently needs comprehensive reform in its academic management policies, systems, and personnel. By introducing advanced information

management technologies and strengthening staff training and management mechanisms, the school can gradually improve the efficiency and quality of its academic management processes. This will ensure that academic management aligns with the school's evolving needs and provides stronger support for teaching and administration.

5. Suggestions for Academic Management Reform

To improve the overall quality of academic management in private application-oriented universities transitioning to bachelor's degree-granting institutions, this study proposes a series of reform suggestions focusing on four key areas: system development, information technology implementation, staff training, and student psychological support.

Refining the academic management system is essential to ensure its standardization, fairness, and effectiveness. This involves developing clear, transparent, and practical procedures for handling various aspects of student administration, such as student status changes, transfers between programs or departments, and applications for leave of absence. By establishing standardized protocols, the institution can guarantee efficient and just management practices that are consistent and equitable for all students. This not only enhances administrative efficiency but also builds trust between students and the institution, as they can be confident that policies are applied fairly and without bias.

The introduction and integration of advanced information technology into academic management processes are crucial in the modern educational environment. Building an intelligent academic management system—potentially incorporating cloud computing, big data analytics, and mobile platforms—will enable real-time updates of student data, automate routine administrative tasks, and facilitate efficient processing of information. This technological enhancement reduces the likelihood of manual errors, streamlines communication between departments, and significantly improves overall management efficiency. An advanced information system can also provide valuable insights through data analysis, supporting informed decision-making and strategic planning within the institution. Furthermore, it enhances accessibility for

students and staff, allowing for convenient access to academic records, schedules, and resources anytime and anywhere.

The construction and development of a competent academic management team are equally important. Investing in regular professional training and performance evaluations for administrative staff is necessary to enhance their understanding of current educational policies, regulations, and best practices. Training programs should also focus on developing technical skills, particularly in using new information systems and technologies. By empowering staff with the necessary knowledge and skills, they will be better equipped to handle the increasingly complex demands of academic management and to adapt proactively to the evolving needs brought about by technological advancements and changes in higher education landscapes. Encouraging a culture of continuous learning and professional development among staff can lead to increased job satisfaction and retention, further strengthening the management team.

Addressing the psychological well-being of students, especially those undergoing status changes, is vital. Providing enhanced psychological support services and academic guidance can help students navigate academic pressures, personal challenges, and transitional periods more effectively. Implementing counseling services, mentorship programs, and workshops on stress management and study skills can ensure that students maintain a stable psychological state and remain motivated throughout their academic journey. Recognizing and supporting students' mental health needs contribute to a more holistic and student-centered approach to academic management. This not only aids in reducing dropout rates but also fosters a supportive educational environment where students can thrive both academically and personally.

Through these comprehensive and targeted measures, Qingdao Film Academy and similar institutions will be able to establish a more scientific, efficient, and student-centered academic management system. Such a system not only improves operational efficiency and educational quality but also enhances student satisfaction and success rates. By embracing technological advancements, strengthening management capabilities, and prioritizing student well-being, these institutions can better

meet the challenges of modern higher education. Ultimately, these reforms contribute to the institution's reputation and competitiveness in the higher education sector, paving the way for sustainable development and excellence in private application-oriented universities. Implementing these strategies ensures that the institutions are not only keeping pace with global educational trends but are also setting new standards in academic management and student support services..

6. Conclusion and Outlook

This study offers multi-faceted optimization suggestions, including system improvements, information technology implementation, and staff training, to emphasize the strategic significance of academic management reform in private application-oriented universities. Firstly, refining academic management systems not only enhances the transparency and standardization of management but also ensures smooth handling of key processes such as student status changes, transfers, and leave of absence, minimizing uncertainty and errors. The incorporation of information technology will transform traditional academic management models, enabling real-time data updates, automated processing, and intelligent decision-making. This will greatly improve efficiency, reduce human error, and enhance the accuracy and responsiveness of academic management.

Professional training for academic management staff is critical. By providing systematic policy education and technical training, institutions can ensure that their management teams are equipped to handle the increasing complexity of academic administration and the demands of an information-driven environment. Staff should be proficient in using modern academic management systems and be capable of effectively addressing unforeseen issues as they arise.

Offering psychological support and academic guidance to students undergoing status changes will enhance the institution's comprehensive care for students, ensuring their stability during transitions.

Private application-oriented universities must continue to advance their information technology capabilities, moving toward fully integrated and intelligent management systems.

At the same time, strict policy enforcement is essential to ensure that reforms translate into practical improvements, not just theoretical plans. By consistently improving the efficiency and quality of academic management, institutions will be better equipped to address a wide range of student management challenges, ensuring long-term sustainability in teaching and administration, and contributing to the ongoing development and vitality of private universities.

Acknowledgements

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