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# Problems and Optimal Measures of College Art Management Specialty

Pan Luomin<sup>1,\*</sup>

<sup>1</sup>Namseoul University, Doctor of Arts Management

**Abstract:** Art management major in colleges and universities is a typical interdisciplinary subject, which covers the main categories of art and management. In the development of colleges and universities, art management disciplinary research characteristics. There are still a series of problems in the art management major in colleges and universities. Only by solving these problems can the art management major in colleges and universities develop better and lay a better foundation for the cultivation of talents. This paper studies the art management major in colleges and universities, analyzes the problems existing in the process of professional development, and summarizes the practical measures to solve the problems of art management major in colleges and universities.

**Key words:** college art management major; problems; measures

In our country, art management major in colleges and universities is a new subject, which is in the stage of active exploration. In recent years, with the continuous development of cultural industry, the desire of our society for talents, and the scale of training of art management professionals in colleges and universities also show a trend of continuous expansion. The development of art management major in colleges and universities from all walks of life has put more attention into the training of professional talents. Colleges and universities need to focus on the existing problems, and effectively solve the problems, cultivate high-quality art management talents in line with socialist characteristics, and constantly adapt to the development of modern cultural industry.

## 1. Existing Problems of Art Management Specialty in Colleges and Universities

### A. Student factors

No matter at any stage of teaching, students are the main body of teaching activities. In college art management major, students are the main force to promote the development of art management industry in the future. It is precisely before contacting social life and entering the workplace that the practical teaching of art management is the main way to test whether the students will fully absorb the knowledge they have mastered, and it is an important measure to promote the development of courses, which can help students fully adapt to the future social environment. However, in recent years, with the continuous development of art management major, there are also some problems, which hinder the development of art management major in colleges and universities. From the perspective of students, first of all, there are deviations in artistic skills. College art management students, some

students before admission, did not receive more, more professional system art skills training, management, but also do not understand. If we fail to supplement the knowledge of art skills and improve the art management level after admission, the art management level will always be at the primary level. On the one hand, the low skills of students' art management will have an impact on students' employment and can not guarantee students' competitiveness. On the other hand, it will also have an impact on students' future academic research<sup>[1]</sup>.

Secondly, there are some problems in students' cultural level. In the development of colleges and universities, cultural literacy is the key to whether a student can develop the inner ideological quality smoothly. From the current development of art management in colleges and universities, there are still some problems in the cultivation of cultural literacy. Some comprehensive forms of courses, students do not pay enough attention to, in cultural learning, college art management students in a disadvantaged position.

## **B. School factors**

From the point of view of the school, first of all, there are some problems in the subject orientation of the school. College art management is an independent art major, many colleges and universities will attach art management to other disciplines, which is one of the factors that cause the slow development of art management. With the continuous development of society, the discipline construction of colleges and universities is constantly improving, and making effective expansion work, colleges and universities throughout the country began to build art management specialty according to their own discipline characteristics and advantages of resources. Usually, it is based on artistic knowledge. The management planning ability and organizational control ability of college students can be cultivated continuously, so that college students can better apply the knowledge of art management to social practice. However, many colleges and universities still have serious problems in the establishment of colleges and departments, and the training objectives of art management major are not clear enough, which will greatly destroy the teachers' curriculum

teaching ideas. For example, some colleges and universities in the art management professional curriculum, in the senior stage also set up basic courses, such curriculum does not have systematic standards, so that students can not effectively learn knowledge points<sup>[2]</sup>.

Secondly, the art management major in colleges and universities is a new major compared with other majors. Therefore, the curriculum design of art management major in colleges and universities is still in the stage of primary exploration and has not formed specific standards. In the form of teaching, has been in the traditional teaching classroom as the main stage, in the curriculum, theoretical public basic knowledge occupies a large proportion, the phenomenon of emphasizing theory, light practice is more serious, many students basically stay in the "talk on paper" stage, the actual combat experience is very little.

Thirdly, there are some problems in teaching materials. In the art management major in colleges and universities, there is a lack of professional books. Many teaching materials, focusing on the conceptual aspects of the principle, do not attach importance to the description of case analysis, more general and vague.

Finally, there are still teachers in art management major in colleges and universities. In the development of colleges and universities, some schools pay great attention to the construction of teachers, with rich teachers as the basis. However, there are still some colleges and universities art management major, do not pay attention to the construction of teachers, teachers' professional ability can not keep up with the innovation and development of modern art management major, teaching ideas are relatively backward.

## **II. Practical measures for solving problems of art management majors in colleges and universities**

### **A. Updating information equipment and establishing and perfecting the art management system**

Nowadays, the information equipment is not updated in time, which is also an important problem in teaching. Therefore, colleges and universities need to strengthen information construction and

update information in time. For example, the digital data inquiry equipment is set up in the art management specialty of colleges and universities, the students consult the latest data in time, pay attention to the network information update, establish and perfect the shared resources, and realize the comprehensive management of the art management specialty in colleges and universities. In the course of teaching, teachers can use information network resources to teach students to renew the concept of art management, and effectively promote the efficiency of college art management courses.

### **B. Making clear plans for the orientation of art management disciplines**

Because the art management major in colleges and universities is a new development subject, some colleges and universities do not position the subject in time, some are opened in comprehensive universities, some in art colleges and universities, and some financial management classes are also opened. Moreover, the enrollment of colleges and universities is different, and the subject development of art management in colleges and universities is also different. Although art management major in colleges and universities is an interdisciplinary subject, it has made great contributions to the social development of our country. Therefore, each college needs to make clear the direction in the subject orientation of art return management, take the art specialty as the foundation core, at the same time, the management science plays the guiding role, trains the high quality talented person suitable for the modernization development. Only by positioning art management as art colleges and universities can we create more opportunities for art management majors, create a rich artistic atmosphere, and promote the maturity of art management majors in colleges and universities<sup>[3]</sup>.

### **C. To optimize the handling of courses in art management**

In college teaching, curriculum setting is very important to teaching. The study of college students' specialty and the future employment direction are closely related to curriculum setting.

Therefore, colleges and universities must attach importance to the setting of art management courses and construct excellent and innovative teaching resources. At present, most of the art management majors in many colleges are based on theory and lack of practical curriculum. Therefore, when setting up courses, the major of art management in colleges and universities should pay attention to the opening of key practical courses, so that the theoretical knowledge can be fully integrated into the teaching process of practical art management, and further promote the improvement of college students' practical innovation ability. When students go out of school, they can also better integrate into social life, make full use of the knowledge they have learned, and contribute to society. Let art and management fully combine, for the country to cultivate high-quality talent, ready to work.

### **D. Developing new teaching resources**

In order to further promote the steady improvement of teaching quality and efficiency of art management major in colleges and universities, it is necessary to establish a mechanism of resource sharing, establish links among art management majors in colleges and universities, effectively integrate resources, and constantly realize the complementary advantages of resources. In the process of resource sharing, colleges and universities can clearly recognize the differences between themselves and other schools and constantly improve teaching. At the same time, we can also organize the art management teachers of our school to carry out academic research in other colleges and universities, and find out the shortage of resources in the process of academic exchange, so as to further improve, formulate innovative and perfect talent training plan, find new resource channels, and continuously expand the effective supply of art management resources in China<sup>[4]</sup>.

### **E. Giving full play to the subjective initiative of college students**

At any stage of education, the main body of professional development must be students, must highlight the main position of students in teaching, promote the exertion of their subjective initiative, and break the limitation of traditional solidified thinking.

Therefore, in the teaching of art management major in colleges and universities, teachers need to take students as the main body of the classroom and teachers to carry out teaching as auxiliary guidance. Especially with the development of modernization, college students are in contact with more and more new things, and their thinking is more active. Taking students as the main body is more conducive to the development of art management major in colleges and universities. In the process of giving full play to students' subjective initiative, teachers need to guide college students to carry out more practical activities, do a good job of art management research activities, let students analyze specific cases, strengthen interactive exchanges, and form an interactive learning. In the process of learning, we should constantly enhance college students' autonomous learning ability and self-confidence, expand their thinking and further improve their own quality. Only by giving full play to students' subjective initiative and accumulating teaching experience of art management major in colleges and universities can we do a good job of specialty and promote the stability of art management specialty in colleges and universities. To provide more high-quality talents in art management for the society<sup>[5]</sup>.

### F. Building a high standard teaching staff

College art management major is still in the initial stage of exploration. Colleges and universities should break the inherent prejudice, build a high-quality teaching staff of art management, and actively introduce excellent teacher resources. Scholars at home and abroad can also be invited to give lectures in art management. In the process of introducing teachers, we should consider the actual needs and employ senior art management teachers. At the same time, colleges and universities also need to establish and improve the incentive mechanism so that the teaching staff of colleges and universities can develop for a long time, and give reasonable rewards according to the teaching level of teachers and the specific conditions of their work. Colleges and universities also need to provide good learning opportunities for art management teachers, organize teachers to study abroad, enrich their own teaching experience, and make teachers progress in the process of continuous learning. In the process of continuous

learning, teachers need to integrate the new ideas and new technical knowledge they have learned into the process of teaching practice, so as to further promote the optimization of the teaching staff of art management majors in colleges and universities, improve the teaching quality better service for students<sup>[6]</sup>.

### Conclusion

In a word, at the present stage, the art management specialty of colleges and universities is still in the preliminary exploration stage. All colleges and universities in the country need to focus on the macro development and strengthen the professional construction of art management from many aspects. Combining art with management innovation, paying attention to the combination of theory and practice, strengthening communication and communication, and continuously promoting the high efficiency development of art management specialty in colleges and universities.

### Conflicts of Interest

The authors declare that they have no conflicts of interest to this work.

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