

## **On the Reform and Innovation of Teaching Quality and Curriculum Evaluation in Colleges and Universities**

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**Keywords:** Education and Educational Research; Educational Innovation; Positive Psychology

**Abstract:** The most important thing to protect the quality of university education is course evaluation. Since the 20th century, the world's higher education has been booming, and the way to strengthen and guarantee the quality of higher education has become a matter of great concern for every country. In the educational activities of colleges and universities, curriculum is the direct carrier and basic unit for training senior professionals. The quality of courses directly affects the training effect of talents. Therefore, curriculum evaluation research is a necessary condition to ensure the quality of higher education, but also to improve the level of education.

### **The course effect evaluation of ordinary colleges and universities is an essential link in the educational system**

Curriculum teaching is a process in which teachers and students work together. Students are both the object of teaching and the subject of learning. The teaching situation of the course will ultimately reflect the students' learning effect. Evaluating the effectiveness of a course falls into three categories. First of all, it can promote students' learning. The course aims to enable students to master the knowledge of science, technology and culture, and ultimately to promote students to change their ideals in scientific and cultural quality, ideological and moral quality, psychological quality and physical quality. Second, it can help teachers improve their work and improve the quality of teaching. By evaluating the effectiveness of the curriculum, the teacher can determine his or her work tasks, responsibilities, school requirements and actual work done. Thirdly, it is helpful to improve the daily course management.

### **Characteristics of curriculum evaluation in American and British universities**

The evaluation systems of colleges and universities in different countries have their own merits and are worthy of reference.

**The United States.** Almost all universities in the United States use student assessment methods to determine teacher pay increases and promotions. Because students observe teachers more deeply than their peers. The inevitable requirement of "student-oriented" education concept is to evaluate the quality of courses with students as the main body. In the teaching management of American higher education institutions, college students, as the "consumers" of higher education, not only have the right to participate in the formulation of relevant school management policies, but also have the right to participate in the evaluation and reform of higher education. Courses. Student assessment is the main way and means of quality assurance activities in American universities, which is helpful to summarize and review knowledge.

**The United Kingdom.** All universities in the UK have their own procedures and methods to ensure internal quality. Generally, procedures such as course approval, course monitoring, evaluation and course design are implemented in order to improve the quality and standards of personnel training. It can be implemented in teaching. Most universities have two methods: regular inspection and regular evaluation. The purpose of the routine inspection is to check whether each

course is effective and whether the student is successful. At the end of each stage, the department offering the course will conduct its own inspection. Factors to consider in a routine inspection include reports from external professional assessment agencies, student feedback, external examiner reports, teacher feedback, and feedback from former students. After the inspection, the curriculum is readjusted on this basis to ensure the quality of education.

### **The thought and practice of curriculum evaluation in colleges and universities in China**

In recent years, many colleges and universities have developed a series of comprehensive quality evaluation system for college students, and some achievements have been made. However, there are still problems in the evaluation system of individualized education for students in China's higher education.

**An overview of curriculum evaluation in Chinese universities.** Undergraduate course evaluation in higher education is of great significance to personnel training, improving teaching quality and improving course management. First, to promote and promote the overall construction of curriculum, curriculum management for schools to provide a basis for decision-making, strengthen the implementation of curriculum teaching; Secondly, timely testing and evaluation of the learning situation of this course is conducive to enhancing students' learning enthusiasm and providing criteria for students' selection. Thirdly, it can ensure the basic quality of teachers' teaching and promote communication. Teaching experience, strengthen the monitoring of teaching process. From a dynamic perspective, the focus of assessment is the assessment of the curriculum itself, the implementation process of the curriculum and the assessment of the effectiveness of the curriculum to meet the needs of society and students' development.

There are many methods of course assessment, such as quantitative and qualitative methods, self-assessment and other assessments, outcome assessment and process assessment, diagnostic assessment, formative assessment and final assessment. Combined with these evaluation methods, various evaluation methods can be used to make the evaluation results more objective and fair.

**Analysis on the problems of curriculum evaluation in Chinese universities.** In recent years, with the gradual improvement of the evaluation system for the development of higher education students, many colleges and universities have developed a series of comprehensive quality evaluation plans and systems for college students. For example, the evaluation method is single and the evaluation criteria are not systematic. Many universities simply use final exam results as an important tool for assessing students. The evaluation of college students pays more attention to the comparison and relative evaluation between students. Individual differences in students are not well recognized. The process evaluation and evaluation results of college students can only evaluate the development of students through regular examinations and final examinations, while students are in the process of personalized education. The assessment of the results was seriously inadequate.

**Comparison of curriculum evaluation between us, UK and China.** In the United States, students are subjects, participants, consumers and beneficiaries of courses. Student assessment of course quality is an inevitable requirement of the "student-centered" educational philosophy. College students not only participate in the reform and evaluation of school curriculum, but also participate in the formulation of school management policies to a certain extent.

In British universities, whether it is regular course examinations, regular course assessments or entrance examination courses for external examiners, it is not only the grades that sum up the courses, but also the relevant large number of references. Information and field visits can be used to produce the final assessment report. This qualitative approach reduces complex educational and curriculum phenomena to Numbers. Hope that through in-depth field investigation, the quality of the course comprehensive, in-depth evaluation.

In contrast, China's university curriculum evaluation system still has some deficiencies in the practice of "student-oriented" education concept, and lacks on-site investigation.

**The curriculum evaluation system of ordinary colleges and universities in China is not perfect and needs the reform and innovation of education system**

To improve the education system, it is necessary to establish a new university evaluation model, perfect the university curriculum evaluation, and use positive psychology to create a good educational environment for students.

**It is necessary to establish a new model of curriculum evaluation in colleges and universities to perfect the education system.** In the course evaluation theory and practice of universities throughout the United States and the United Kingdom, it can be found that course evaluation in both countries attaches great importance to the interaction between evaluators and specific evaluation programs, and the curriculum is being developed and implemented by teachers and students. All aspects of the teaching process are included in the assessment, fully respecting and affirming people's creativity, subjectivity and passion. Chinese universities should not only draw lessons from "multiple evaluation" in the United States and Britain's "autonomy and self-discipline" curriculum evaluation concept, to deepen the curriculum concept, curriculum evaluation function task, evaluation content, curriculum evaluation organization and management, curriculum evaluation procedures and methods, use of curriculum assessment, build rich curriculum evaluation concept system.

**To perfect the education system, we can start with improving the evaluation methods of the curriculum in colleges and universities.** Different from the traditional concept of evaluation, with the advent of the era of knowledge economy and the continuous improvement of big data environment, the evaluation of college students' development is not limited to the evaluation and selection of excellent students. It is necessary to keep abreast of the achievements and problems of different students in their development. By comparing and analyzing the data of students' advantages and disadvantages, this paper puts forward some Suggestions for the future development of students, so as to further develop the advantages of college students. Therefore, in the context of big data, personalized education evaluation in colleges and universities should pay more attention to the adjustment and improvement of evaluation leadership function, so that educators and evaluators can understand students' ability and comprehensive development direction. The process of continuously collecting data and targeting students. Development provides guidance to students to ensure that they can reach their full potential at different stages.

**To perfect the educational system, positive psychology can be used to create a good educational environment for students.** Positive psychology focuses on cultivating positive attitude and tapping individual potential, which opens up a new way for cultivating college students' creative thinking ability. Visual motivation: American behavioral scientists proposed a method called visual motivation. The content is: moderate incentives can stimulate people's creativity. For example, a timely reward can make people feel psychologically satisfied and then give back to continue their efforts. This virtuous circle. Positive Suggestions: positive psychology promotes positive psychological Suggestions that are essential to human growth and development. People have accumulated experience in the interaction with the environment, which has a subtle influence on people. In other words, the educational environment is especially important for effective curriculum teaching. When students are in a creative curriculum atmosphere, they are more likely to be motivated, aware of their potential, and then take a strong interest in learning. Educators should create a curriculum environment that makes it easier for students to participate in selected content and experiences. The physical environment of teaching should enable students to focus on learning, challenge their learning ability and stimulate their desire to learn.

### **The reform and innovation of undergraduate course evaluation system is of great significance to international competitiveness**

Most universities in China are generally aware of the importance of curriculum assessment. However, due to the lack of theoretical support, the curriculum evaluation activities of many universities are still at the level of "experience evaluation". At present, the evaluation of undergraduate teaching work level and quality courses are being carried out intensively. Although these evaluation activities are beneficial to the reform and development of university courses, they do not highlight undergraduate courses in terms of subjects, objects and methods of evaluation.

Characteristics and diversification trend of contemporary curriculum evaluation. Therefore, it is of great significance to explore a scientific and effective undergraduate evaluation system that conforms to the higher education law. It is of great significance to promote the reform of education and teaching, improve the quality of undergraduate education and enhance the international competitiveness of China's higher education.

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