



Effective Management, and Educating People to Become Talents — On the Educational Management Countermeasures of College Students

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Abstract: In the new era of China's socialist construction, university education management has come into being. University education management in colleges and universities is to cultivate ideological and political quality and improve comprehensive ability of students in order to promote their all-round development, which runs through the process of reform and development of higher education and affects the development process of the whole Chinese talent cultivation career. This paper analyzes the current problems of Chinese universities from the aspects of China's higher education system, school system and teachers' teaching status, and proposes corresponding countermeasures in order to provide ideas for university education management in colleges and universities.

Keywords: higher education, educational management, countermeasure research

1. Introduction

College and university education is the cradle for the development of the cause of cultivating socialist builders and successors, and plays an important role in our society, which is of great significance for students to safeguard their physical and mental health, improve their overall quality and promote the harmony between human beings and nature, so it is imperative to strengthen the management of higher education. At present, in the face of various problems and dilemmas in the new situation, such as serious brain drain, old and single teaching methods and many other aspects are restricting the development and progress of college education management, so it is necessary to reform the college education management mode in a targeted way to promote the healthy development of China's higher education.

2. The meaning of university education management in higher education

Education is the soul of a nation and the source of progress of human civilization, management refers to the activities carried out through a series of scientific and rational methods and organizational forms in order to achieve a specific goal. The management of university education refers to the planning, coordination and control of various internal management work based on the basic functions of higher education, and its essential characteristic is that it has the attribute of "school subject". As an organized and planned business, universities play an important role in realizing their own development strategies and cultivating talents, while students need to improve their professional knowledge and comprehensive quality through learning. Therefore, in order to improve the management efficiency of college students, it is necessary to promote the overall development of college students, so that they can successfully complete their studies and obtain the corresponding credits.

University education management in higher education includes three aspects. The first is the construction of campus culture; the second is the organic combination of teaching and research as well as innovative practice; the third is the formation of a distinctive educational environment to adapt the way of talent training to the development of society and effectively carry out the road of student growth and success. China's higher education reform has been deepening, but it also faces many challenges and difficulties, such as the increasingly obvious phenomenon of "difficult to expand" and the severe employment situation of college students. As the most important part of the development of the times, college students have strong thinking ability to be active in the world and can adapt well to the trend of social environment changes; they also have strong practical hands-on ability and other comprehensive quality characteristics. China's education management system has gone through the stage of transition from the traditional type to the modern type, and the reform of higher education in the new era has continued to deepen and change and innovate, putting forward higher requirements and more comprehensive teaching management mode for talent cultivation.

3. Current problems of university education management in colleges and universities

3.1 University system issues

3.1.1 Inadequate test scoring system

The examination system is an important part of the educational management of colleges and universities, and an important basis for evaluating students' learning achievements, working ability, conducting quality training and assessing teaching quality. There are some problems in China's higher education examination system, first of all, they are manifested in the unscientific standards of examination scores: at present, most of China's higher education institutions are implementing a unified quota management system combined with a graded and tiered assessment mechanism. Secondly, there is no reasonable and effective setting of reward and punishment system for teachers, and the evaluation index is single. Finally, the form of evaluation is too simple and one-sided, and the phenomenon of "egalitarianism" and "long live sixty points" is serious, which seriously restricts the further development of university education management.

3.1.2 Focus on research, not on teaching

At present, most university education administrators do not have enough attitude towards scientific research and teaching, and many teachers think that the important part of the teaching process is scientific research, but they pay enough attention to how to improve the quality of students. Effective management is not an isolated discipline, it involves the cooperation and support between various relationships such as school, family and teachers and students to accomplish. Higher education administrators only pay attention to theoretical research and academic results in education, but in the teaching process there are often problems such as low level of professional quality of teachers, unscientific teaching methods and lack of communication between teachers and students.

3.1.3 Teachers focus on assessment and evaluation

Appraisal and evaluation is an important part of human education activities, which helps to reflect the quality and ability of teachers' work, so to promote the smooth and healthy development of university students we need to strengthen the teaching management, but at present most of the higher education institutions in China ignore this point in their daily management. Many university education managers in colleges and universities pay too much attention to whether teachers have completed their teaching tasks in their assessment work, ignoring whether students have mastered their knowledge and improved their abilities. Many teachers and even students think that as long as teachers can teach in class, assign and check homework, they are doing their best for students; some schools even link "examination" with "merit", which is equivalent to the examination system for students. In college education, teachers play the role of guide or auxiliary guide, while students are the main body of learning, so teachers should set an example and establish their authority in education management.

3.2 University students' academic and life issues

3.2.1 Light on elective quality courses

Elective refers to the process of students learning theoretical knowledge and choosing subjects or courses that suit their own characteristics according to their actual situation, however, many college students do not know much about such courses. Some science and technology students think it is unnecessary to study humanities, so they do not pay attention to studying courses such as Principles of Marxism and Outline of Modern Chinese History, as long as they pass the exams. Some others think that elective subjects are boring and tedious, and they think they are useless to improve their comprehensive quality. Under such thinking, the resources of elective courses offered by colleges and universities are wasted.

3.2.2 Lack of physical exercise and social interaction skills

The physical quality and social interaction ability of college students are the most important factors affecting the quality of college education. At present, the majority of Chinese students are not clear enough about their future life planning and goals, and most of them have not gone through systematic and comprehensive training, which leads to a lot of problems. The first is the lack of time for exercise; the second is the lack of skills and experience in social interaction; the third is the lack of social interaction skills, communication and cooperation with others to develop a narrow knowledge; the fourth is the lack of knowledge of their future career planning. All these reflect the phenomenon of "emphasis on theory but not on practice" in the education management of our universities, students do not really understand and grasp the benefits of scientific education in the learning process, and teachers only pay attention to teaching tasks but neglect the development of students' own abilities and psychological quality.

3.3 The problem of college students' own quality

The quality of college students includes political thought, professional ability and practical experience, which to a certain extent determine whether the goal of college education management can be realized. At present, there are many

problems in the quality of college students: first of all, some students are not interested in learning and lack initiative, they even do not understand the concept of compulsory and optional learning, so they do not have enthusiasm in class and perfunctorily respond to the teaching content of teachers. Secondly, college students have poor self-restraint, easily distracted, and lack correct knowledge of the meaning of learning itself. Finally, the physical and mental development of college students is unbalanced and they do not have good psychological quality. Therefore, we should pay attention to the teacher-student relationship and teaching environment in the management process.

4. Measures to strengthen the management of university education in colleges and universities

4.1 Insist on the innovation of education management concept

Educational management concept is the core of college students' thoughts, which plays the role of orientation, motivation and guidance for students. "Nurturing" is a dynamic process, in this stage educators should insist on nurturing people to become talents. One is to insist on the combination of education management and teaching activities. As a teacher who teaches and solves problems, the teacher should give the classroom to the teacher to control and guide the students to learn; at the same time, according to the actual situation to provide students with a certain amount of extracurricular tutoring services and related help, so that college students can fully experience the fun and satisfaction brought by education. Second, focus on the overall development of students: in the classroom, teachers should guide college students to learn to behave and do things, cultivate their good moral qualities and improve their ideological awareness.

4.2 People-oriented, break the administrative management mode

The management mode of universities should break the centralized and authoritarian education style, fully recognize the main position of students in school activities, and regard them as an important part of the school development and construction. Students have the right to think independently, express their opinions freely, and express their own views, so university education management must fully respect students and make them become the main body. In teaching, "learning" should be the core, teachers should take the initiative to understand and grasp the actual needs, interests and learning characteristics of students and communicate with parents in time to give feedback to the school. At the same time, modern information technology can also be used to monitor the teaching content in real time, adjust the work schedule, organize the classroom discipline, improve the interaction between teachers and students to achieve the effect of education, and promote the successful completion of educational goals. University education management must adhere to the concept of people-oriented, in teaching to focus on stimulating students to participate in their own, positive thinking creative thinking skills, but also focus on their practical skills and innovative spirit, to establish a "people-oriented", "moral, intellectual, physical, aesthetic and overall development "and other new concepts.

4.3 Construction of psychological contract

Management practice shows that college and university education managers should pay attention to students' ideological and political education, strengthen the inculcation of socialist core values to students, and build a psychological contract between teachers and students. Schools can improve teachers' own quality through activities such as lectures and propaganda and debate competitions; meanwhile, they should focus on cultivating good communication and cooperation among young faculty members, especially counselors and class teachers, and guiding them to establish correct outlook on life, worldview, values and noble moral sentiments in their daily work. Teachers should focus on effective guidance for students, guiding them to establish the concept of being responsible for themselves, helping students to form a healthy, harmonious and loving sense of psychological contract and responsibility, so that they can develop good behavioral habits in their daily study and life, thus realizing moral education.

5. Conclusion

University education management in colleges and universities is an important link in the reform and development of higher education, and an indispensable key to realize the Chinese dream of the great rejuvenation of the Chinese nation and to promote social harmony, political stability and healthy development in China. There are many problems in the management of university education in China's colleges and universities, which to a certain extent affects the development of socialist higher education with Chinese characteristics, so the education managers of colleges and universities must pay attention to and strengthen the management of students. This paper first analyzes the current situation and problems of university students' management in China's colleges and universities, and then puts forward targeted suggestions and

measures to effectively improve the university academic style and promote the construction of harmonious campus. Through these strategies, we further improve our university education system and its education level, in order to provide reference for educators and make them more motivated to engage in teaching work.

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