

The Practical Path of Student Management in Colleges and Universities in the Context of Ideological Education

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Abstract: In the context of Civic Education, all universities are actively exploring the ideological and political elements in the curriculum and constantly updating the way of education. Management education has an important guiding role in the ideological and political education of college students. Based on the current situation and practical exploration of management education in colleges and universities, we analyze the problems of management education in colleges and universities under the background of Civic Government, combine scientific and standardized management with silent education, explore the practical path of management education in colleges and universities, create a good educational environment, and continuously promote the effectiveness of ideological and political education in colleges and universities.

Keywords: College Education; Education; Management; Thinking and Government; Student Work.

1. Introduction

Civic education is the concept and institutional mechanism of integrated leadership, professional operation and collaborative education, the goal of which is to promote collaborative education in several fields in order to build a mechanism of Civic Education and effective collaborative education and improve the effectiveness of ideological and political education. Higher education is the main field of curriculum thinking and politics, and the quality of education in this field affects the development and perfection of students' personality. With the implementation of the concept of "Big Thinking and Politics" in the education work of colleges and universities, the concept of people-oriented is highlighted in the construction of teachers and teaching platforms, and the teaching mode and teaching methods are reformed to realize the idea of all-round, whole process and all-round education of people. Since the 18th Party Congress, special attention has been paid to the development of education. Returning to the nurturing nature of education and promoting the comprehensive and harmonious development of students are urgent requirements to adapt to the development of the times and respond to the realistic demands of students. It is of great significance of the times to re-examine the new features and paths of management education and improve the effectiveness of management education.

2. Background of Implementing Management Education in Colleges and Universities

2.1. Definition of the Connotation of Management Education in Colleges and Universities

The influence of management education on students is direct and far-reaching. It is necessary to combine

management with students' educational goals, fully implement the concept of people-oriented management, fully control and guide students' study, life and ideological state, gradually establish a long-term and stable education and management atmosphere, and realize the deep integration of management and education. In order to achieve the goal of Civic Education and Management and to cultivate high quality and comprehensive talents that meet the requirements of "double first-class" construction, we need to explore and practice research continuously.

Higher education management includes the organization, coordination and control of education and teaching, research, logistics, teachers and students, as well as other personnel. It is a matter of whether the school can develop in a healthy and stable way in the long term, and it is also the basis for training professionals, developing scientific knowledge and providing social services. Management education is a series of intentional management actions planned and organized by the school management and its staff, with education as the starting and ending point of management, in order to influence the moral quality of the management object, the manager himself and other staff members, and thus to achieve the educational goals of the school. Management education is not only the concept of "student-centered" education in universities, but also an important part of the comprehensive implementation of moral education. Therefore, it is of great value and significance to strengthen the concept of management education, optimize the management education method and implement the management education mechanism in the new era of colleges and universities.

2.2. Main Features of Management Education in Colleges and Universities in the Background of Thinking Politics

1. More scientific management education concept of colleges and universities in the background of thinking politics

The management and education concept are more scientific, and the subjectivity of students is more prominent in the management process. Management, as an art, reflects the value of people-oriented and requires college managers to show flexibility and humanity in the formulation and implementation of the system. In the background of Civic Science, the organizational system of college management and education presents complex and diverse characteristics. In this organizational system, the central theme of management is conveyed with the help of media around the core element of "educating people", so as to realize the purpose of management and education. In the process of disseminating management information, it will form a unique campus culture and a potential environment for nurturing people in colleges and universities.

2. The level of college management education is more professional in the background of Civic politics

In the background of thinking politics, the management education work of colleges and universities gradually reflects the important features of changing from collective to personalized and from focusing on ability to valuing creativity. With the in-depth development of Civic Affairs, the medium of college management education has changed from traditional single medium to multi-dimensional and diversified medium. The development of the times requires colleges and universities to continuously broaden the management dimension, promote the change of management education and realize the innovation of management education system, which all prompt the management team, management thinking and management mode to be more professional in the management education work of colleges and universities.

3. The management and education mode of colleges and universities is more diversified under the background of thinking and politics

In the management and education work of colleges and universities, the diversity of management objects requires managers to fully consider the individual characteristics of management objects. Multiple management objects and multiple management media will promote the innovation of multiple management modes. In order to improve the applicability and full coverage of management modes and better adapt to the development of college management and education work under the background of Civic Administration, the implementation of diversified management in college management and education work can enhance the inclusiveness and fairness of management work, which can stimulate the endogenous motivation of college managers as well as the self-management, self-education and self-service consciousness of college students, and help optimize college management. It can help optimize the allocation of resources for college management and education, improve the organizational efficiency and innovation ability of college management and education, and achieve the goal of sustainable and high-quality development of college management and education.

2.3. The Necessity of College Management Education

1. The need of the times to hold fast to the position in ideological field

With the deepening of reform and opening up, China is increasingly connected with the world, and it is urgent to maintain the security of ideological field. To strengthen ideals

and beliefs, actively promote socialist core values, guide college students to cultivate and practice socialist core values, and firmly establish family sentiment, scientific spirit and social responsibility. The management and teaching of colleges and universities must adhere to the development path of socialist education with Chinese characteristics, so as to provide the direction to truly accomplish the basic task of "establishing moral education". In addition, colleges and universities provide the basic guidance for strengthening and improving ideological and political education, focusing on training socialist builders and successors. Regarding the management and education of colleges and universities, we constantly improve the initiative of ideological education, develop the synergy with other educational methods, and pay full attention to the ideological and political education of other educational methods and courses, so as to finally realize the whole staff, the whole process and all-round education.

2. Realistic requirements for implementing the educational task of "cultivating moral character"

The implementation of "moral education" is not about instilling moral knowledge and theories in students, but about sowing moral seeds in their hearts and minds and cultivating them into all-round talents with comprehensive abilities and qualities. We will strengthen patriotic and moral education and propaganda to meet the needs of the new era and environment. We will embody the concept of "cultivating moral character" in our educational practices and strengthen moral education practices. Colleges and universities must emphasize the importance of education management, especially the importance and value of practice. For this reason, "building moral values" should penetrate into all fields and links of education and shape students' socialist core values through the collaborative education mechanism consisting of various ideology and political theory courses, so as to give full play to the educational function of each course and realize the organic dialectical unity of knowledge and skills, process and method.

3. College management and education is a necessary choice to do a good job of ideological and political education for college and university students in all aspects.

Talent cultivation is the process of combining management and education, and it is also the basic guarantee to achieve the goal of ideological and political education. In order to achieve high-quality development, higher education must firmly grasp the core of talent culture. Several Opinions on Deepening the Reform and Innovation of Ideological and Political Theory Courses in Schools in the New Era emphasize the need to comprehensively promote the construction of management education in higher education institutions and give full play to the role of management education. Management education culture is an important aspect and necessary content of talent culture, and the quality of management education culture needs to be improved. We should integrate management education culture into disciplines, teaching and teaching materials, build a more comprehensive and higher-level culture model of human education, and guide students to strengthen their ideals, beliefs and moral culture. They should be educated to strengthen their ideals and beliefs, improve their moral culture, cultivate patriotism and entrepreneurship, improve their overall ability and achieve all-round development.

3. Realistic Problems of College Management and Education in the Background of Civic Affairs

3.1. The Three-dimensional System Still Needs to be Further Improved

With the promulgation of the Outline for the Implementation of Quality Improvement Project of Ideological and Political Work in Colleges and Universities, various local education departments and colleges and universities have also formulated the system of management education. However, with the in-depth development of higher education, the current three-dimensional system still needs to be further improved. Firstly, in terms of legislation, the construction of management education legislation has yet to be promoted. Secondly, there is still room for local education authorities at all levels to further improve the structure of the system when formulating management and education policies in order to promote the modernization of education governance capacity and governance system. Thirdly, there is still room for innovation in the construction of management and education system close to the actual situation of colleges and universities in the formulation of college management and education system.

3.2. The Whole Process of Education Link Still Needs to be Smooth

At present, the whole process of education in colleges and universities still needs to be smooth. In some colleges and universities, only the daily management of students is the main content of management education, which leads to the dichotomy between management and teaching and scientific research, ignoring the responsibility of management education undertaken by other administrative departments of colleges and universities, resulting in the weakening of management education function. Some colleges and universities emphasize "result" but not "process" in management education, and have the problem of too strong utilitarianism in management. In some universities, there are problems such as "management education is ignored because of the limitation of evaluation index" and "quantification of performance management is not conducive to encouraging the whole staff to educate people".

3.3. The Synergy between Management and Cultural Education is Yet to be Formed

Campus culture in higher education has a positive influence on management education, and promoting the integration of management education and campus culture helps the synergy between management education and culture education in higher education. At present, the practice of actively integrating management education into the material culture, spiritual culture, institutional culture and network culture of colleges and universities still needs to be promoted. Firstly, among the material culture carriers of colleges and universities, few of them display policies, systems and other documents reflecting management education. Secondly, among the spiritual culture carriers of colleges and universities, the depth of integrating management philosophy and cultivation philosophy into school style, learning style, teaching style and school motto still needs to be strengthened. Thirdly, in the carrier of institutional culture of colleges and universities, it is necessary to improve the management

concept and cultivation concept of colleges and universities in order to improve the constitution of colleges and universities, the policies and systems of colleges and universities. Fourthly, in the carrier of network culture of colleges and universities, it needs to rely on the bearing and dissemination of network culture to strengthen the concept and information of management and education of colleges and universities.

3.4. The Fit of Team Building Still Needs to be Strengthened

The management and education of people in colleges and universities need the party and government leaders, organ management cadres, counselors and class teachers of colleges and universities to perform the duties of management and education to form the situation of moral education of all staff. But at present, some college managers lack service consciousness and dedication, so that the function of management and education is not given full play, and the professional skills and management experience of managers vary, which also affects the effectiveness of management and education; on the other hand, some college managers are keen on implementing the management of their departments, and fail to sort out the systematic thinking of "full management and education". On the other hand, some college administrators are keen on implementing the management of their own departments and fail to sort out the systematic thinking of "total management and education". A certain non-student department of colleges and universities even think that management and education are only the responsibility of counselors and student work departments, and they only need to finish the work arranged by school leaders without studying the many effects of management behaviors on nurturing work.

3.5. The Management Mode of Online and Offline Integration Still Needs to be Broken Through

The integration mode of online and offline is an important way and method to promote the reform and innovation of college management and education. At present, some colleges and universities still focus on offline office mode in management and education work, which leads to the need for faculty members and students in the grassroots colleges and universities to go through multiple levels of approval to complete relevant work, resulting in low satisfaction evaluation of college management and education. In addition, although some colleges and universities have introduced online education management systems to meet the basic business needs such as students' grade inquiry, innovation and entrepreneurship project declaration, daily health punch card, students' classroom check-in, etc., it requires students to use multiple APPs or log in to multiple online systems to complete them, which leads to the decrease of satisfaction with online management and education.

4. Practical Paths to Promote College Management Education in the Background of Civic Administration

Combining the current problems in the process of management education in colleges and universities, we seek targeted solutions to effectively improve the effectiveness of management education, realize the fundamental purpose of

establishing moral education and ensure the stable output of high-quality talents in colleges and universities.

4.1. Improve the Top-level System Design of Management Education

Perfect system design is the premise of implementing management education. School management cadres fail to implement management education initiatives because of their own poor quality and old-fashioned concepts on the one hand, and due to the inadequacy of the management education system and the lack of constraints and assessments with the group of managers on the other. Clear rules should be added for managers to reflect the importance that university leaders attach to management education. At the same time, channels to listen to students' voices should be opened, and those who do not comply with or implement the management and education system, and managers who act arbitrarily by virtue of empiricism should be punished and supervised, so that the concept of management and education can be transmitted from top to bottom and change its image of being dispensable.

4.2. Strengthening the Team of Management Cadres' Group

Management education ultimately depends on the comprehensive ability quality of the management cadre group in the process of practice. A manager with rich experience in student management and high ideological and moral level will fully combine the actual situation of managing students and bring into play the maximum effect of management education. Therefore, strengthening the construction of management cadres and improving their professional skills is an important step in implementing the management education mechanism. The professional skills of managers are mainly reflected in three aspects, the first is firstly whether their own moral and teacherly style can be a good example for others, a manager with insufficient moral and teacherly style cannot possibly educate students well. The second is whether the means of management education is appropriate, fully exploiting the link between moral education and daily work, implementing educational awareness to all corners of student work, not missing every opportunity to educate people, which is an important reflection of the professional level of management education. Finally, it is important for managers to keep up with the times and update their management skills. Society is constantly progressing, and the changes in the student body are largely influenced by society. Each type of student has different characteristics, which requires managers to be able to adjust the methods and strategies of nurturing people according to the changes in the student body in a timely manner, and use the latest educational concepts to realize the responsibility of managing nurturing people.

4.3. Leveraging the Development of Students' Self-management Model

In order to cover a wide range of student groups, it is not enough to rely on managers alone to manage and discipline themselves by using the power of various student groups. In practice, student groups should be bound by strict rules and regulations, and if individual students violate the school rules and regulations, the whole group should be punished accordingly. Meanwhile, colleges and universities should pay more attention to the opinions and suggestions of student leaders so that student groups can implement the concept of management and cultivation in accordance with the law and

with justifications, and listen to the opinions of various controversial systems and revise them in time in order to establish a healthy and sustainable campus management and cultivation system.

4.4. Give Full Play to the Efficient and Accurate Advantages of the Media in the New Era

Firstly, we should give full play to the role of self-media platform to effectively promote the communication among different departments, institutions, colleges, teachers and students, and fully demonstrate the advantages of university management and education work. Secondly, we should use the platform of "Big Data + Management Education" to collect various kinds of information about students, such as online and offline, on and off campus, study and life, friendship and interaction, etc., so as to have a comprehensive understanding of students' situation and realize "three major changes", i.e., from group to individual, from post-corrective management to early planning. We will change from group to individual, from post-corrective management to early planning, and from emphasis on remedial management to early planning. Third, we will make full use of the "big data" means of information technology to realize "more data and information, less legwork for teachers and students", so that student affairs can be managed in a "one-stop" manner. Fourth, we will further improve the student affairs management information platform, promote digital sharing of information technology, and promote the interconnection of different departments of the enterprise. Establishing a comprehensive digital system for education, training, management and services will effectively handle student information and improve the efficiency of student affairs management.

4.5. Grasp the Culture Construction and Enhance the Function of Cultural Education

The Ministry of Education and others have proposed in the construction of daily education system to prosper campus culture and bring into play the cultural value of campus architectural landscape, cultural relics and school history and school songs. Therefore, colleges and universities should make efforts to cultivate good school culture in academic culture, safety culture and dormitory culture. An important basic premise of establishing moral education is to put people first and act according to their ability. Only by putting students in the first place and fully respecting their main position can the implementation of the fundamental task of establishing moral education achieve substantial results. Colleges and universities must also put the people-oriented principle at the core of their management and education work and actively create a positive human-centered management and cultural atmosphere, so that management and education are no longer mechanical, rigid and inflexible, but can truly take into account the actual feelings and needs of students. Through more humane management, students can receive a combination of explicit and implicit guidance and education. Establishing a human-centered educational philosophy within the school requires staff and administrators to put students at the forefront of their work and to make the management of human development an important starting and ending point for all school work. Strengthen the campus environment and culture, integrate the school philosophy into the campus

environment according to the school's own characteristics, highlight the taste and connotation of the campus culture, and actively create a good campus and cultural atmosphere suitable for the healthy growth of students. The school will actively organize and carry out various forms of practical activities on campus, open and optimize humanities elective courses, strengthen communication and interaction between teachers and students, allow students to express their opinions freely, and let them feel enough respect and freedom in the process of being managed in order to eliminate students' resistance to daily management and promote significant improvement of management and educational effects.

5. Conclusion

In conclusion, management education is an important grasp for universities in the new era to improve the quality of talent cultivation, the foundation for the future development and construction of universities, and an important way to achieve the fundamental goal of moral education in universities. Only by fundamentally understanding the importance of management education and integrating the management process into the overall ideological and political education system of colleges and universities with full staff and full process, can we achieve the goal of high-quality education.

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