

The Importance and Approaches of Ideological and Political Education in College Students' Management

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ABSTRACT. Under the new situation, how to strengthen and improve the ideological and political education and management of college students and form brand-new effective ways and methods is a major topic that college ideological and political education staff must face, and it is also an urgent task. In order to improve the quality of talents and meet the development requirements of modern society, ideological and political education methods must be combined with the management of college students to correct students' bad behavior and promote the progress of student management. Based on this idea, this paper combines ideological and political education with student management, deeply analyzes the importance and necessity of strengthening the ideological and political education of college students in the current era, explores the misunderstandings and deficiencies in the student management of colleges and universities, and studies the importance and ways of ideological and political education in the student management of colleges and universities, in the hope of providing reference for the student management of colleges and universities.

KEYWORDS: Ideological and political education in colleges and universities, Student management, Importance, Methods

1. Introduction

Ideological and political education in colleges and universities is a compulsory course for every student. Ideological and political education can not only set up students' correct values in the teaching process, but also improve students' outlook on life and world outlook, so that students' ability of thinking can be stimulated through classroom learning, thus improving their quality level and ideological enthusiasm [1]. The core of student management is people-oriented, that is to say, the main function of student management is to promote the development of students. Ideological and political education and student management have the same goals, making the application of ideological and political education in university management possible. New things, new ideas and new concepts emerge one after another, which, to a large extent, have had either positive or negative effects on college students. Ideological and political education management is facing great challenges that have never existed before [2]. Therefore, in this situation, the author puts forward a method to combine the ideological and political education of college students with the management of students, taking a unique perspective to achieve innovative results [3]. Relevant research scholars believe that ideological and political education is the main means of student management in colleges and universities, so educators must improve their ideological understanding, realize the combination of ideological and political education and student management in colleges and universities, improve the ideological situation of college students, and promote the all-round development of students.

2. The Shortcomings and Deficiencies of Current College Student Management

2.1 The Change of External Economic Environment Makes the Management of College Students Face More Severe Challenges

At present, our country is under the condition of socialist market economy, and the student management system and ideas used in colleges and universities are still the products of the planned economy era. As a result, the existing rules and regulations cannot catch up with the development of the new situation. The concrete manifestation in the student management work is that the ideas are too rigid, lack flexibility and elasticity. Due to the younger age of college students, they have not yet formed a correct world outlook, values and outlook on life and are vulnerable to external factors [4]. In the work, it is easy to form an abnormal attitude mode of administrative management and quantitative management, so that the management effect is covered up by the management form. Furthermore, the current economic

situation has made it more difficult for managers and those under management to pay more attention to real benefits and despise the improvement of their ideological level. It is not entirely appropriate to fully apply the mature student management experience of more education developed countries and regions. Based on the above macro-economic pattern changes, it is necessary to reform and innovate the current student management in colleges and universities.

2.2 Diversified Access to Information Highlights the Backwardness and Drawbacks of Traditional Student Management Methods

Influenced by employment and educational environment, colleges and universities in our country have carried out a series of educational reforms and innovations. The aim is to develop in step with higher education and enhance students' comprehensive strength. However, in the short term, it has also affected all aspects of education and brought great challenges to the progress of student management. In the process of educational management, there is no sense of service and equal humanism. Secondly, most of the personnel receiving ideological and political education management need managers to help them solve practical difficulties in their study and life, instead of indoctrinating long-term principles. They expect results and hope to be affirmed. However, in an environment where scientific research results are taken as evaluation indicators, ideological and political education management has become particularly pale [5]. In this era of information explosion, how to let students correctly distinguish the true from the false, remove the false and store the true in the numerous and complicated mass information, select the knowledge content suitable for them to digest and absorb, and in the process, strengthen their own ideological and political stand without being influenced by the noisy public opinion is the place where the current student management mode needs to be changed urgently.

2.3 The Reform of Higher Education Brings New Challenges and Pressures to Student Management

In recent years, in view of the current educational environment and employment situation, China's colleges and universities have carried out a series of reforms and innovations in many aspects. These new measures will undoubtedly promote the further development of higher education and the improvement of students' comprehensive ability in the long run. But it also puts forward new requirements for student management. In the information age, how to let students identify and screen out suitable contents from a large amount of information and strengthen their ideological and political stand has become the main content of the current student management work [6]. The power in the management of ideological and political education is too concentrated. Most of the manpower, financial resources and material resources are concentrated in Party committees at all levels. In the aspects of daily management and reward system, universities generally lack scientific operation and management mechanism, which makes the management work have no long-term incentive power. Since the teaching reform is likely to bring "pains" in many aspects in the short term, it may bring many inconveniences and challenges to the management of college students.

3. The Importance of Ideological and Political Education

3.1 Cultivate Students' Correct Ideas in All Aspects

The teaching content of ideological and political education in colleges and universities is very extensive. The teaching content includes such courses as Marxist principles, modern Chinese history, socialism with Chinese characteristics, etc. These courses all contain very profound philosophical principles. The application of ideological and political education in the management of colleges and universities conforms to the people-oriented management concept. It can change students' wrong ideas, enable students to establish correct ideas, and truly realize the role of student management. To strengthen the ideological and political education of students is the premise and foundation to carry out good student management, and is also an important guarantee to promote students to improve their own quality, strengthen professional skills, cultivate innovative consciousness and eventually form comprehensive ability. In the traditional management, educators attach more importance to the cultivation of students' professional quality and put forward higher requirements for students' professional skills and theoretical knowledge, but ignore the quality education of students [7]. In the process of teaching, students' correct ideological values are cultivated from the ideological philosophy in the curriculum, and students' perfect outlook on life, values and world view are formed, which is conducive to the smooth progress of the management of college students.

3.2 Cultivate Students' Good Ideological and Moral Character

The school is a gathering place of many kinds of thoughts, which makes students have a variety of ideological states, and also makes students have many ideological problems. The main purpose of student management is to let

students get rid of the control of wrong ideas. Training students' professional knowledge and ability is no longer the only teaching purpose. Colleges and universities also pay more attention to the moral education of students, taking cultivating students' noble moral character as another important teaching goal. The way of student management in colleges and universities is only a means rather than an end to cultivate students to become useful. The educational aim of colleges and universities is to cultivate talents with sound personality, outstanding ability and profound knowledge in the new era [8]. Students are about to enter the society, facing not only severe academic pressure but also difficult social pressure. Therefore, students often feel confused and helpless. If schools cannot strengthen students' ideological and political education, they will form wrong outlook on life and values, which will have a great impact on students' future development. As a new form of student management, ideological and political education has the convenience that other management methods do not have. It can impart correct ideas while imparting knowledge to students, and is conducive to students to form correct outlook on life and values. So as to improve the overall comprehensive quality of the students, so that the management of college students can be actively coordinated, so that the management efficiency is higher.

3.3 It is Helpful for the Smooth Management of College Students

In the management of college students, both the manager and the managed need to have extremely high quality. The implementation of ideological and political education in colleges and universities has promoted the ideological and moral of college students to a certain extent, and has also enabled college student managers to have correct management concepts. Let the students improve themselves and develop themselves in the process of education, so as to promote the development of students towards personalized direction. Through ideological and political education, colleges and universities can transfer ideological and political knowledge and keep students' thoughts in line with the times, which can help students improve their ideological level and political literacy. Higher education must take the legal line to achieve ideal achievements, while strengthening ideological and political education for students is not only helpful to improve their inherent ideological and moral quality and stick to the socialist bottom line. But also helps to gradually develop the idea of consciously abiding by the legal system and acting in accordance with the law. Therefore, ideological and political education methods must be infiltrated into the management of college students to help students form a firm willpower, guide students to correctly identify things, resist bad temptations and cultivate students' sound personality.

4. The Application of Ideological and Political Education in College Student Management

4.1 Change Management Consciousness

Teachers should change their management consciousness, turn student management into student service, solve problems for students attentively, and enhance the value of student management. Teachers should actively communicate with students in daily life, understand their ideological trends, find out their ideological problems, and work out targeted solutions to help students improve their ideological level. In terms of specific measures, we should change the single management structure and include student representatives in the management of colleges and universities, so that managers can hear students' ideas and make the management more effective. No matter how the situation develops and how the methods are updated, teaching students the necessary knowledge of ideological and political education through the classroom and helping students to stand firm on socialism are the main forms and ways to carry out this work. They occupy a dominant position in all educational methods. We should strengthen and continue to consolidate the foundation of ideological and political education. When applying the ideological and political education method, we should not only carry out classroom theoretical knowledge education, but also thoroughly implement the connotation of ideological and political education, take good ideological and political quality as personal code of conduct, and deeply combine it with student management technology [9]; On the other hand, change teaching methods and means to enrich educational activities. Teachers and students should make a transition from individual to all, gradually allocate perfect educational resources, optimize teaching elements, and strive to build a management system of teaching, management, scientific research and environment to jointly educate people.

4.2 Improved Management Style

Teachers should improve their management methods, constantly innovate management methods and improve the effectiveness of management. Most of the managers are teachers, and are carrying out their own scientific research work while carrying out the ideological and political education management in colleges and universities. Under such circumstances, managers are easy to deviate from the management center and devote most of their energy to scientific research work, while ignoring the ideological and political education management of college students. To fully realize

the perfect integration of ideological and political education and student management, it is necessary to fully respect the dominant position of students and put students in the central link of the entire education system, “think what students think.” Let students self-manage, self-educate, and self-serve, so as to encourage students to exert their main power, give full play to their main advantages, and let students consciously and actively accept student management. The human nature of ideological and political education management is also reflected in its objective function. Only by combining management with education and proceeding from reality can the management effect be highlighted. It is necessary to realize the organic combination of ideological and political education and traditional education, respect students' dominant position, analyze problems from the perspective of students, and develop new fields of ideological and political education by using the Internet and mobile clients contacted by students, so as to identify a solid foundation for the later progress of student management [10].

4.3 Find the Right Direction of Work

Teachers should find out the direction of work, play a guiding role and help students to correct their bad habits. Teachers should start from two aspects: first, to build a harmonious relationship between teachers and students. We should also focus on the managed, combine the people-oriented educational management concept, and take the development needs of the managed as the center to implement the management work. Only on this basis can the students be stimulated, thus promoting the smooth development of school student management. Timely understand the problems encountered by students in their study and life, discover and understand the inner needs of students, give poor students enough care and love, create a good learning atmosphere, encourage students to communicate more, and form a situation of mutual help and assistance between teachers and students. With ideological and political education management personnel must fully realize their service positions, put more feelings into the work process, care and unite all the managers, and not be bored, discriminated or alienated from individuals with ideological problems, so as to guide them to establish a more correct outlook on life and values.

4.4 Teachers Should Innovate the System and Mechanism to Promote the Combination of Ideological and Political Education and Student Management

In the process of integrating ideological and political education with student management, we should, according to the local actual situation and according to the living conditions of different students and their own basic level, create an education mechanism that is more suitable for the coexistence of the work of our school and the individuality of students, so as to avoid stiff phenomena in the implementation of relevant systems. The management of students in colleges and universities is just like the education in colleges and universities. We should not just immerse ourselves in the traditional management concepts. Without the management concepts that keep pace with the times, we cannot manage modern students better. Teachers should use the teaching environment to stimulate students' creativity, let students have the courage to express themselves, be good at expressing themselves, meet students' psychological needs, improve students' academic performance and improve students' self-development ability. Praise the successful students in time to encourage them to form the spirit of continuous struggle. Finally, strengthen school guidance, create a positive learning atmosphere, and form a set of perfect ideological and political education methods in long-term practice. We will improve the long-term mechanism for routine investigations, improve the organizational guarantee mechanism for daily management, create a culture of national unity and educate people, and promote the all-round development of student management and ideological and political education.

5. Conclusion

With the continuous expansion of enrollment in recent years, teachers cannot fully take care of the life and ideological changes of each student in the class, which leads to the continuous decline in the quality of student management and has a great impact on the future development of students. Ideological and political education is an important course in every university. It is one of the teaching objectives of our universities to teach ideological and political education courses well and train high-quality talents. Ideological and political education also plays an important role in the management of college students in our country. Ideological and political education and management can safeguard the atmosphere of development in colleges and universities and is an important guarantee for all-round education in colleges and universities. Therefore, ideological and political education in colleges and universities must discover new problems in time, get corresponding solutions, and actively explore effective methods to improve the management of ideological and political education. Teachers should change their management consciousness, improve their management methods, find the right direction of work, combine ideological and political education with student management, improve the management level of college students, innovate student management methods, and cultivate students into high-quality talents that meet the needs of the society.

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