

Reflections on the Innovation of Student Management in Higher Education Institutions

Zhengwei Zhang

MSc. Lecturer, School of Business, Xi'an Siyuan University

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Abstract: College student management plays an important role in the development of higher education and students' personal growth in China. By studying the current situations of the management of higher education, this paper combs the problems existing in the management of college students, including the unreasonable management mode, the uneven comprehensive quality of university workers, the influence of the development of network media on the management of higher education, the challenge of economic and technological development on the management of higher education, and so on. On this basis, the paper puts forward innovative heights. The thinking countermeasure of college student management work is expected to provide a new management mode for college student management work.

1. Introduction

With the rapid development of social economy, the reform of higher education has been deepening. The current management mode of college students has not kept pace with the rapid development of society, and cannot adapt to the cultivation of college students in the new era. Therefore, the management of college students needs innovation and change. It has become an important and urgent task in the development of higher education in China. Specifically, nowadays, the tendency of integration of education, management, and service in the management of college students is more obvious. Considering problems and designing systems from the perspective of students, fully respecting students' principal status and actual interests, and combining ideological and political education with daily education are the key points of the management of college students in the new era. This paper tries to find out the problems existing in the management of colleges and universities, to put forward an innovative management model so that the management of college students can adapt to the development of social economy and cultivate more excellent college students.

2. Challenges in the Management of College Students

The management of college students is an important milestone in the development of higher education in China. It has made an important contribution to improving the level of running colleges and universities. To adapt to the development of the times, China's higher education has also carried out a large-scale reform, through the transformation of education to train advanced applied talents to adapt to social development. However, the environment of student management in

Colleges and universities is becoming more and more complex, and students' management in Colleges and universities is facing severe challenges.

2.1. The imperfect management mode of college students to meet the challenge of social development.

Because the management of college students is a trivial work, which has the characteristics of variability, the current managers have not put forward innovative measures in line with the development of the times. Moreover, university managers have been managing in a fixed mode in their work, but the traditional management mode has not been able to adapt to the current social development and has not given their role a reasonable positioning, resulting in the current management mode lagging, single management mode contradictions.

The characteristics of college students nowadays are open-minded, active thinking, strong theme consciousness, outstanding personality, and diversified behaviour, which make the management of college students complicated. The traditional management of college students is still adopting the previous education management mode, without taking into account the characteristics of the students, which makes the management of education more difficult. The traditional management of college students based on management and control has not adapted to the characteristics of college students in the new era. Mandatory and extensive education methods can no longer play a role for them. The management of college students needs to be improved and innovated urgently.

2.2. The Challenge of the Development of Higher Education to the Management of Students

Today's schools are no longer the traditional "ivory tower" model but are gradually entering an open modern social life. Higher education is playing an increasingly important role in this modern social life. Universities themselves are also carrying out reforms to adapt to the current changes, such as the three-level management system of colleges and departments established by universities, the academy system established by individual branches and so on. In the new pattern of University management, how to give full play to the functions of students' work in universities, colleges and departments, how to construct campus culture, how to do a good job in guiding the recruitment and employment of graduates under the conditions of market economy, and how to solve the increasingly prominent problem of impoverished students after the emersion of enrollment.

2.3. The Challenge of Harmonious Development of College Students' Development and Student Management

During the University period, we need not only to learn professional knowledge and skills but also, more importantly, to cultivate moral accomplishment, physical and mental quality and aesthetic quality. This requires schools to carry out various forms, different contents and different levels of educational management for students. Moreover, in this rapidly developing society, the talents needed are also students with all-round development and good quality. Faced with the requirements of talent training in the new century, how to improve the quality of students through student management, how to enhance students' innovative ability and social adaptability.

2.4. The Challenge of the Rise of Network Media to the Management of College Students

With the arrival of the era of big data, the use of the network has penetrated all walks of life. College students' learning and life cannot separate from the network. The network media has a wide and profound impact on College Students' learning lifestyle and ideas. How to make the rise of network media to help university student management is one of the key points of modern student management.

Network media is a "double-edged sword" for the management of College students. It provides us with abundant information and diversified channels, but its unlimited free virtual space also

poses new challenges to the management of College students. On the one hand, the development of the network affects the formation of College Students' outlook on life and values. On the other hand, the virtual network media can easily lead to personality defects and mental illness of College students. Besides, the network media not only provides convenient contact for college students, but also leads to the weakening of the interpersonal relationship between students, teachers, and students, which aggravates students' inner closeness and indifference, and hinders the formation of students' good interpersonal skills.

2.5. New challenges posed by Economic and technological developments to the work of College Students

The contribution rate of scientific and technological progress to the economic and social development is increasing, but it also poses a serious challenge to personal training and student work in Colleges and universities. With the rapid development of knowledge digitalisation and Internet technology, people's access to knowledge is changing. MOOC flipped classroom, micro-curriculum and other teaching modes and methods are changing. The way of knowledge transfer is changing from one-way to interactive. Social participation characterised by knowledge transfer is integrating with autonomous learning and cooperative learning. Knowledge imparters transfer Teachers' roles. Learning organisers transform into students' learning partners. This profound change has threatened the university's knowledge authority, questioned the actual effectiveness of higher education, and has also had a strong impact on student management, teaching organisation, teaching methods, and learning methods, as well as classroom layout. Colleges and universities should follow and conform to the general trend of the development of science and technology, constantly deepen the reform of personnel training system and mode; college students' work should also face new challenges, actively explore institutional mechanism innovation, and provide support and guarantee for building a "learning community" between teachers and students, promoting students' self-learning and cooperative learning, and realizing diversification and personalized training.

2.6. The new problems brought by socialisation of university logistics to student management

Nowadays, the logistics of many colleges and universities generally socialise. Colleges and universities are also equivalent to a small society. They have an open market for economical operation. It allows people, funds, and technology from society to enter the market of colleges and universities. The main purpose is to make profits. This has also produced an exemplary effect on students, enabling them to have an awareness of investment in education and a higher requirement for their teaching and living conditions. Contradictions arise. In this new situation, exploring a new student management model will be a new subject for student management.

3. Innovative Measures for College Student Management

The management of college students is facing severe challenges in the current situation. The factors causing these challenges are various, including internal concepts and external institutional environment. To solve these problems, college workers need to broaden their horizons, change their ways of thinking, and innovate their working methods to carry out substantive reform in the management of College students.

3.1. Student-Oriented Innovation

Confucianism of "people-oriented" plays a very important role in modern management. It is imperative to introduce the concept of "people-oriented", to adapt to the current management of College students. Implementing the concept of "people-oriented" into the management of college students is to focus on the challenges faced by the management of college students in the new era.

To start from the needs of students and to change the traditional management of students, schools and students are in the opposite pattern of management and to meet the requirements of the development of colleges and universities, to change the management of students into serving students by changing their roles. Deal with the problems encountered in student management. The innovative ideas are mainly from the following two aspects: (1) Setting up the “student-oriented” education and management ideas, and changing management into service. (2) Give full play to the initiative of students, change passive management to self-management, and do a good job in student management. In the work, we should pay attention to mobilizing the enthusiasm of students to participate in management, let students actively participate in student management, change the subordinate and passive status of students in student management, and not simply regard students as the object of education management, so as to help eliminate the students’ right to management. To realise the self-management of college students through the management of the rebellious mentality will be the best way.

3.2. Establish perfect rules and regulations

Compared with the traditional campus, the present university is more like an ivory tower without walls. The social relations of students are becoming more and more complex. The relationship between teachers and students, students and schools are also complex. To maintain good order, we must establish a perfect regulation to regulate the contradictions between the complicated relations. In the new era of campus construction, we must improve the legal system, improve the awareness of system management, and achieve scientific, standardised and perfect management of students.

3.3. Optimise the Student Management System

Student management involves all aspects of College students, and it has a wide range of contents. At the same time, it also needs the cooperation of many departments of the school. So when we do student work, we must straighten out the relationship one by one and cooperate in many ways to deal with various complex problems in student management.

3.4. Focus on the Art of Management Style

Every student is a different subject, whose thoughts, personalities, hobbies, and experiences vary greatly. Managers are required to pay attention to humanising management, layered management and avoid adopting a single management model and management method. We need to go deep into the students, understand their situation and adopt different management methods according to different situations. The way of unified management can no longer fully meet the current management needs. It needs the cooperation of hierarchical management. Management adheres to the principle of unified management, which is suitable for local management.

3.5. Strengthen and improve the training of student cadres in colleges and universities.

These cadres and teachers engaged in Ideological education, mental health education, student management, academic guidance, and service work are the backbones of college students’ work. We should attach great importance to them, especially the training and training of counsellors and head teachers, to create conditions for their growth and development. Specifically, it includes: perfecting the training system of university student cadres and establishing corresponding incentive and restraint mechanism; adjusting and optimizing the training content, strengthening the training content of economic, social, scientific and technological development, higher education reform and internationalization, expanding the vision of university student cadres, improving their comprehensive quality and grasping the overall situation; reforming the training methods and methods; Law, attach importance to the application of inquiry, discussion, case and experience learning methods, try to combine domestic training with overseas research, and strive to improve

the training effect.

3.6. Strengthen the moral and legal education of students' network application

The moral education and legal education of college students are the souls of the management of students in Kun School. Especially under the rapid development of network media and the rising rate of network crime, it is particularly important to strengthen the moral and legal education of college students in a network application. In the new era, the management of college students must pay attention to the network dynamics and its moral impact. The moral and legal education of network application should take as the key content of the management of College students.

Firstly, we should take the knowledge of network morality and legal system as one of the contents of basic education in Colleges and universities, and strengthen the propaganda of students' network morality, enhance students' legal consciousness, responsibility consciousness and moral consciousness, improve students' cultivation of network morality and legal consciousness, enhance students' ability to distinguish bad information and guide them to use the network. Cheng Zhong sets an example, actively safeguards network security and order, and consciously resists network bad information.

Secondly, colleges and universities should further improve the relevant rules and regulations to strengthen the supervision of the campus network, regularly arrange social hot spots and controversial issues, promptly clean up content that is contrary to laws, regulations and socialist core values, seriously deal with users who publish or disseminate bad comments, so that the network can monitor in a timely manner.

4. Conclusion

To sum up, the management of students in Kun School is an important and innovative work on the road of sustainable development of current Kun and other education. Therefore, our universities and education departments should support and guarantee it from the aspects of policy, system, and investment, and constantly improve and innovate the working mechanism in this regard to provide reliable guarantee for the sustained, rapid and healthy development of our universities.

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