

The Concept and Mechanism of Introducing Target Management into the Management of College Students in China

Zheng Chen^{*}, Ziyi Liu

Hebei Geo University, Hebei, Shijiazhuang, China

^{*}corresponding author

Keywords: College, Student management, Goal management

Abstract: This paper first analyzes the content of objective management, and then introduces the necessity of introducing objective management into the management of college students. Including in line with the law of university student management, so as to improve the effect of university student management. At last, the paper puts forward the target management mechanism of college student management, including the formation of the target system of college student management. It is hoped to provide effective reference for relevant people to build a target management operation system and a performance management system.

1. Introduction

Target management belongs to the frontier theory in the field of public management, and is widely used in social enterprises. It has achieved good management results and improved the work efficiency of enterprises. At the same time, it has also achieved good application results in some foreign colleges and universities. Under the environment of fierce collision of multiculturalism and in-depth development of reform, colleges and universities in our country are facing severe challenges in the process of managing students. Therefore, it is necessary to actively introduce the relevant concepts and mechanisms of target management, and integrate them into the whole process of student management in colleges and universities, so as to realize the value goal of students as the core.

2. Target Management Content

2.1 Setting the Target

The key to the effective application of target management to the management of university students is to design the overall strategic development goal, and the establishment of the organization's general goal is the basic work to implement the goal management. Finally, the overall objective is based on the specific goals for each department and individual decomposition plan. Individual objectives and subordinate sub-item objectives are also the basic conditions for promoting the overall objectives of the superior. The individual objective, the sub-objective and the overall objective together form a unified target structure system. The core content of the objective management is to fully integrate various target objectives, thus promoting the achievement of the final organizational target[1].

2.2 Development Plan

During the implementation of the target management, we should also set up a detailed target implementation plan to promote the development of the target plan, including the implementation of the objectives, the rational selection of the target implementation procedure, the method, etc., The implementation of the safeguards can have a reliable reference basis and the promotion of the objectives can be implemented in a gradual manner. The development plan is also the basic work for the implementation of the target management, and various tasks can be carried out according to the requirements of the target management, and the implementation period of each target is

specified, or the implementation difficulty of the target management will be further increased.

2.3 Organizational Construction

The relationship between goal management and organizational construction can be said to be an interactive relationship. For organizational action, goal management belongs to a kind of action program, which is responsible for the design, formulation, verification and supervision of implementation. From the formulation of objectives to the implementation of organizational behavior can be fully reflected. In fact, target management is also a form of organizational management, which belongs to an aspect of organizational management. Goal management can promote decentralization and the overall unity of rights, responsibilities and interests. Organizational construction and goal management interact and promote each other.

3. The Necessity of Introducing Target Management into the Process of Student Management in Colleges and Universities.

3.1 Objective Management in Accordance with the Law of Student Management in Colleges and Universities

There is a good agreement between the goal management work and the development law of the student management work in colleges and universities. Student management belongs to a kind of management activity, at the same time, there is also a special law. From the normal level of student management, the implementation of student management needs to have clear activity objectives, and provide a clear development direction for the future development of student management. According to the different elements of middle school students' management in colleges and universities, we should carry out scientific and effective goal decomposition, so as to give full play to the corresponding cooperative function. From the point of view of particularity, the student management activities in colleges and universities are mainly aimed at college students, and college students are currently in their values. The important period of the formation of outlook on life and world outlook will be affected by various external factors. Compared with other management tasks, the management of ideological and political education for students is unique. Goal management belongs to an effective method and scientific idea, which can play a good role in restricting, guiding and motivating the specific functions, and can further realize the goal of cultivating outstanding talents and providing services to students. The related goal management task involves the evaluation goal, the achievement goal, the task goal and so on. As for the student management in colleges and universities, it also contains the above contents, from which we can see the related scope, function and function of target management. There is a good agreement between student management, and the effective integration of target management into student management can further strengthen the effectiveness of student management.

3.2 Improve the Effect of Student Management in Colleges and Universities

Through the integration of the relevant mechanism and concept of the goal management, the management efficiency of the students in the university can be further improved. The objective management also has some incentive work, and if the work objective, the management task and the post responsibilities of the student management are determined, a scientific work guide can be formed for the management personnel, so that the management personnel can have a system reference in the process of performing the related work. At the same time, the goal of scientific and objective evaluation, and the effective goal of reward and punishment can be realized in combination with the completion status of the staff for each target, and the enthusiasm of the student's work can be fully mobilized. The goal management has a certain optimization function, because the student tube management involves a greater number of elements, which require cooperation among staff from multiple departments and involve multiple resource applications. Through objective management measures, it can provide effective guidance for personnel management work in various departments and improve management efficiency. From this we can

see that goal management is also the best measure to help colleges and universities solve the problem of student management [2].

4. The Concrete Measures to Introduce the Target Management in the Process of University Student Management

4.1 Formation of the Target System of Student Management in Colleges and Universities

In order to implement the goal management of college student management, it is necessary to adhere to the student as the center and form the target system of university student management. The traditional student management is mainly based on single-phase student management. The related practice has proved that this kind of management mode will reduce the main body status of students and dispel the enthusiasm of students. Under the modern management concept, in the implementation of student management in colleges and universities, we should analyze the problems from the perspective of students and students, protect the interests of students, and take them as the goal and fundamental starting point in student management. Promote the development of traditional student management mode towards service-oriented student management. At the same time, the related concepts of target management under the guidance, colleges and universities need to actively construct the target system of student management. In order to improve the scientific nature of student management objectives, colleges and universities should fully connect with the actual situation of their own development, base on the overall development point of view, carry out overall planning, so as to design the overall management objectives for student management, construct organizational organizations and make clear the management objectives of each organizational organization. Then the management objectives are decomposed layer by layer and implemented into the hands of each person. in the process of implementing the specific target tasks, it is also necessary to do a good job of feedback and supervision, and make use of the final assessment to evaluate the results of the implementation of the target scientifically.

Student management belongs to an overall system, and it is necessary to pay attention to the fact that student management belongs to a complex project in the process of designing the goal system. When constructing the goal system of student management, the relevant managers need to highlight the relationship between the particularity, hierarchy, relevance and integrity of the goal system, and to deal with the relationship between short-term goals, medium-term goals and long-term goals scientifically. Help students to achieve long-term service value demands.

4.2 Construction of a Target Management Operational System

In view of the management of the students in the university, the target management execution system should be constructed to lay the foundation for the smooth implementation of the students' management objectives and to provide good guarantee. Under the condition of building the target management system, a reasonable operating system should be formed. First, the scientificity and rationality of the goal setting should be guaranteed. The objective setting should be avoided too strict, or the implementation difficulty of the target will be increased. In addition, the objective setting should not be too broad, or the final implementation effect will be affected.

The second is that in the course of setting up the student's management goal, it is also necessary to develop the target quantitative design direction, because the student management work involves a variety of content, the influence range is wide, most of the student management goal is mainly a qualitative expression form, strong subjectivity and lack of clear metrics. In order to improve the scientificity and feasibility of the concrete operation, the method of economics, statistics and sociology can be fully connected, so as to promote the development of the qualitative index in the direction of the quantitative index, and to improve the effectiveness of the target execution operation in a quantitative way. The third is to make reasonable distribution of the various resources in the student management In order to effectively implement the relevant objectives of student management, we need the support of manpower, material resources and funds, and all kinds of basic resources are also the basic guarantee to realize the objectives of student management.

4.3 Create a Performance Management System

Scientific and effective performance management mechanism is the basic guarantee to carry out performance appraisal. All objective management processes need to be implemented in strict accordance with the plan, execution, inspection, and handling of this dynamic cycle principle. After a certain stage goal is finished, the next stage management work can be carried out smoothly, and continue to implement according to the above principles, promote the circulation operation of the whole process, and finally achieve the overall management goal. When the goal management is effectively integrated into the student management in colleges and universities, the corresponding organizational objectives should be clearly defined first, and then combined with the specific management work rules and work characteristics, the objectives should be decomposed step by step, and the related management objectives should be allocated concretely. In the hands of each student, achieve a clear division of labor and clear functions. At the same time, it is necessary to follow the corresponding goal requirements to carry out the relevant work in an orderly manner. In the process of student management and implementation of goal management, tracking and testing should also be carried out, and the relevant feedback information should be obtained at the first time. Once the deviation problem is found, we should find out the causes in time and formulate effective corrective measures. To do a good job of relevant assessment work, to carry out fair and objective evaluation of the practical application effect of target management in college student management, and to carry out reasonable rewards and punishments, so as to enhance the participation initiative of each manager, so that student management can be active and the management effect can be improved. Efficient students learn to create a good environment [3].

5. Conclusion

In summary, the effective integration of objective management related concepts and mechanisms into the management of college students can further improve the efficiency of student management, which also reflects a modern management concept, which is the basic requirement of cultivating outstanding talents in colleges and universities. Therefore, it is necessary for the administrators in colleges and universities to be able to fully contact the actual situation of the students' management work, innovate the management objectives and management mechanism, optimize the management effect, and meet the management needs of talent training.

References

- [1] Yang, Xiaobin., Yang, Xiaopeng. (2019). Application of Objective Management in Logistics Support Management of Laboratory in Colleges and Universities. *Journal of Higher Education*, no. 24, pp. 189-193.
- [2] Guijia, Zhang., Hu, Saifeng. (2019). Construction and Research of Target performance Appraisal system for Teaching Business Management Units in Colleges and Universities. *Science and Technology Vision*, no. 23, pp. 117-118.
- [3] Yuan, Fang. (2018). Analysis on the Countermeasures of the Application of Target Management in the work of College students. *Journal of Qinghai normal University for nationalities*, vol. 29, no. 01, pp. 87-88.