

Transformation and Innovation of College Students' Management Education in the New Era

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Abstract

In the framework of the new era, the transformation and innovation of college students' management education is of great significance for cultivating high-quality talents. This paper examines the transformation and innovation of college students' management education, which is studied from different aspects such as management concept, management mode, ideological and political education and education for mental health. To meet the needs of students' comprehensive development, teachers should constantly innovate and keep pace with the times by changing management concepts, innovating management methods, strengthening ideological and political education, paying attention to mental health education, etc., so as to gradually improve the quality and effect of students' management and education and promote students' healthy growth and development.

Keywords

New Era Context; Students' Management; Innovative Strategies.

1. The Main Elements of College Students' Management Education

In the context of the new era, the contents related to management education for college students are very diverse (as shown in Figure 1). The first is ideological and political education: this is one of the important contents of the management education of college students. It includes the study of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, the Important Thought of Three Represents and the Scientific Outlook on Development, ideological and political education focusing on patriotism, education on the Party's lines, guidelines and policies, and education on socialist core values. The second is education on behavioral norms: this includes education on school rules and regulations, laws and regulations, ethical norms, and civilized etiquette, etc., which is designed to guide students to comply with the rules and regulations, to enhance the awareness of the law, and to cultivate good ethical and behavioral habits. The third is safety education: including transportation, fire prevention, food, Internet, disaster prevention and mitigation, etc., which aims to raise students' awareness of safety and their ability to protect themselves, and to safeguard their personal and property safety. The fourth is academic guidance: its aim is to help students master the correct learning methods, improve their academic level and cultivate their innovative ability, which includes the formulation of study plans, guidance on learning methods, education on academic norms, and the cultivation of innovative ability. The fifth is mental health guidance: the aim is to improve students' psychological quality, enhance their ability to adjust psychologically, and promote physical and mental health, which includes publicizing knowledge of mental health, psychological counseling and tutoring, and psychological crisis intervention and assistance. Last but not least is career planning guidance: it is designed to help students understand the importance of career planning, develop career interests and abilities, and prepare for future employment and entrepreneurship. It includes the introduction of career planning concepts,

assessment of career interests and abilities, employment guidance and entrepreneurship support.

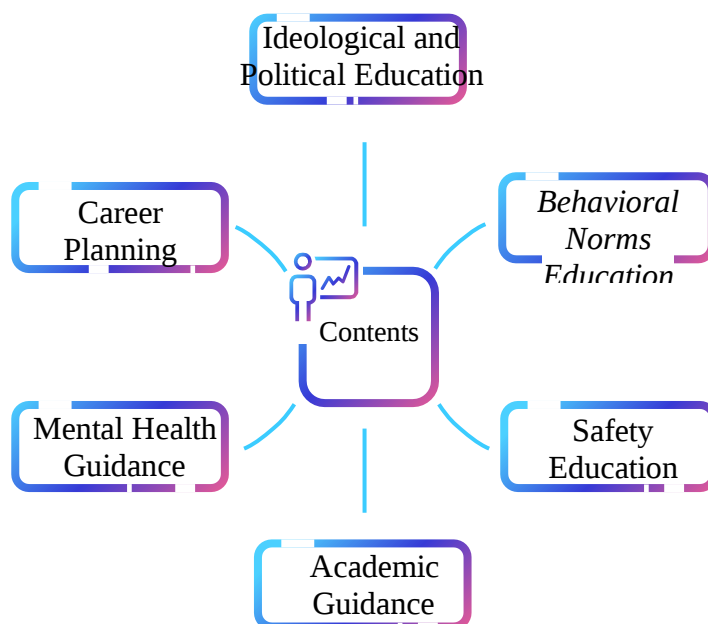


Figure 1: Contents of College Students' Management Education

2. Transformation and Innovation of College Students' Management Education in the New Era

2.1. Changing Management Concepts

In the background of the new era, changing the management concept of college students' management education is the key to promoting the transformation of management education. This is reflected in the specific work of treatment of students as the main body of the management, respecting their individuality and their needs and opinions, paying attention to their all-round development, and fostering their self-management ability and independent innovation. At the same time, it focuses on the emotional, psychological and spiritual dimensions of students, and pays attention to their mental health and growth experience. In the context of the new era, an opening and inclusive management concept should be established. Encourage students to participate in management, listen to their suggestions and feedback, establish a democratic and transparent management mechanism, and enhance their sense of participation and belonging. In addition, a sense of creativity and innovation should be fostered. Encourage students to try new things, discover problems and solve them, and stimulate their creativity and innovation. Through innovative management concepts, college students' management education can be better adapted to the development needs of the new era and the needs of students' individualized development, and strengthening support for the cultivation of high-quality human resources.

2.2. Innovative Management Methods

In the background of the new era, the way of educating and managing university students has changed fundamentally, and the advent and widespread use of information technology has improved the quality and efficiency of management to a greater extent. The establishment of a student information management system containing basic student information, learning situation, living status, mental health and other aspects, which facilitates comprehensive understanding and analysis by administrators and provides support for personalized management and guidance. In addition, artificial intelligence technology is utilized to achieve

intelligent student management. For example, through the intelligent identification system, student identity and behavior can be automatically identified for safety management and behavior regulation. Through the intelligent recommendation system, suitable learning resources and courses can be recommended according to students' learning situation and interests to improve students' learning effect. However, regardless of the method, teachers should adhere to the concept of people-oriented, respect students' personality differences and interests, and implement personalized management. For example, personalized training programs and learning plans can be formulated according to students' strengths and needs to meet students' individual needs and development.

2.3. Focus on Ideological and Political Education

In the background of the new era, college students' management education should pay more importance to ideological and political education, aiming at cultivating high-quality talents with socialist core values. University administrators and teachers should fully recognize the importance of these courses in the management and education of university students and regard it as an important way to cultivate socialist builders and successors. They should change their concepts and carry out ideological and political education throughout the whole education process, so that it can interpenetrate with and promote vocational education and general education. In addition, universities should take into account the characteristics of the times and the actual needs of students to innovate the content and form of these courses. They should focus on cultivating ideological and moral quality, rule of law literacy, humanistic literacy and innovation ability of college students, and guide them to establish a correct three views. In the form of education, diversified teaching methods should be adopted, such as case study, group discussion, social practice, etc., so as to make the ideological education more vivid and interesting. In addition, universities should focus on building a campus culture and creating a good environment for educating people. It should strengthen the construction of school style and academic style, and create a positive campus cultural atmosphere. At the same time, they should focus on carrying out colorful campus cultural activities, such as arts and culture competitions, science and technology competitions, volunteer services, etc., so that college students can be well inculcated and cultivated in a subtle way.

2.4. Strengthening Practical Education

It is of great importance to strengthen practical training in the management education of university students. Through practical training, colleges and universities can cultivate more highly qualified talents with practical skills and professional qualities to meet the demand for talents in society, at the same time, they can also enhance students' personal qualities and sense of social responsibility and promote their personal development. If practical education is to be strengthened, the university should establish a close cooperative relationship with enterprises and industries, and jointly build practical teaching bases. Through school-enterprise cooperation, college students can do internships and practical training in enterprises, learn about the current situation and development trend of the industry, and improve their practical ability and professionalism. Where the conditions permit, universities should focus on the integrated development of industry-university-research and transform scientific research results into practical teaching resources. They can promote the deep integration of industry-university-research and improve the quality and level of practical education by cooperating with enterprises to develop practical teaching projects and introducing scientific research results into practical teaching.

2.5. Promoting Employment Education

In the background of the new era, employment education should be actively promoted in college students' management education to help students better adapt to the job market and

improve the employment rate and quality of employment, and the following are some suggestions. First, colleges and universities should establish employment-oriented training programs, adjust their professional settings and curricula according to market demand and industry characteristics, focus on cultivating students' practical ability and professionalism, and enhance students' competitiveness in employment. Secondly, universities and colleges should enhance the link between internships and practical experience, cooperate with enterprises and institutions to carry out practical teaching and internship training, so that students can accumulate experience in actual work and improve their practical ability and professionalism. Third, colleges and universities should improve the level of employment guidance services, establish a perfect employment guidance system, provide guidance and support on employment information, career planning, job-seeking skills, etc., help students understand the employment market and industry dynamics, and improve the employment rate and quality of employment. Fourthly, colleges and universities should strengthen education on career literacy, so that students can establish correct career concepts and career attitudes, to improve career adaptability and career development potential. Fifthly, colleges and universities should strengthen entrepreneurship education and the cultivation of the spirit of innovation, focus on cultivating students' entrepreneurial awareness and entrepreneurial ability, and expanding employment channels and development space.

2.6. Optimizing Management Mechanisms

Optimizing the management mechanism in college students' management education in the context of the new era can be analyzed from several aspects as shown in Figure 2.

Improving the student management system: Developing a sound management system for college students, including school registration management, attendance management, reward and punishment system, safety management system, etc., to ensure that students' behaviors and activities are in line with the norms and standards. At the same time, the system is strictly enforced to ensure the effective implementation and supervision of the system.

Strengthening students involvement in the management team: Strengthening students involvement in the management team and improve the quality and ability of the team. Including counselors and student cadres, their professionalism and management ability are improved through regular training, assessment and evaluation. Simultaneously, attention must be paid to the cultivation and administration of the student cadres, and give full play to their positive role among students.

Implementation of scientific and effective management methods: In the process of management, focus on science and effectiveness. Introduce modern management concepts and methods, such as goal management, project management, etc., to improve the efficiency and effectiveness of management. At the same time, focus on the needs and interests of students, and pay attention to their individualized and comprehensive development.

Strengthening information construction and information management: establish a perfect information management system and database to improve the informationization level of management. Sharing and management of students' information is realized through informatization means to improve the efficiency and accuracy of management. At the same time, attention is also paid to protecting students' personal privacy and information security.

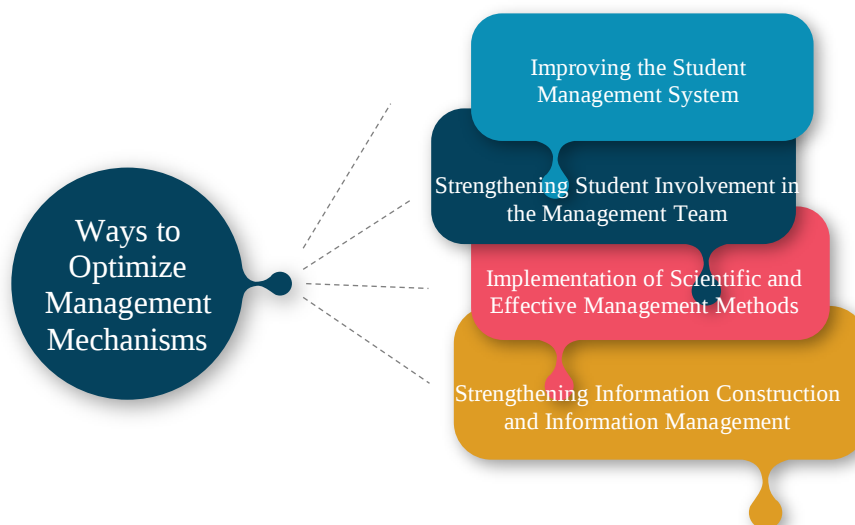


Figure 2: Ways to optimize management mechanisms

3. Conclusion

In the background of the new era, the transformation and innovation of college students' management education is a long-term and arduous task. With continuous exploration and practice, it can be seen that college students' management education has achieved certain results, but at the same time still faces many challenges and problems. Therefore, we need to continue our efforts to promote the transformation and innovation of college students' management. We can strengthen the quality and effect of students' management and education, and promote the healthy growth and development of students with changing management concepts, innovating management methods and strengthening ideological and political education, and paying attention to mental health education and other measures. At the same time, we also need to constantly summarize the experience and improve the management mechanism, so as to provide a more scientific, reasonable and effective reference and reference for the reform of college education and to meet the requirements put forward in today's era.

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