

Exploration of Administrative Management and Ideological Education for College Students in the New Era

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Abstract

Currently, society is developing rapidly, the new era has put forward higher requirements for higher education and management work in university. Universities are important battlefields for cultivating national successors. Universities should not only focus on students' professional knowledge, but also guide their ideological consciousness. University administrative management is an important part in this regard. How to effectively integrate administrative management with ideological education for college students is one of the key issues in improving the quality of education.

Keywords

University Administrative Management; Ideological Education; The New Era.

1. The Significance and Relationship between University Administrative Management and Ideological Education for College Students

1.1. The Significance of Administrative Management in University

University administrative management is the cornerstone of ensuring educational quality and campus order, it optimizes resource allocation and improves teaching quality through scientific planning and efficient execution. Good administrative management can not only promote harmonious interaction between teachers and students, but also create a positive campus culture, providing strong support for students' comprehensive development. Moreover, it also promotes exchanges and cooperation between universities and society, the international community, thereby broadening students' horizons and cultivating globally competitive talents.

1.2. The Significance of Ideological Education for College Students

As one of the important ways to cultivate national successors, ideological education for college students has profound significance. It helps guide students to establish correct values, thereby enhancing their sense of historical mission and social responsibility. Moreover, ideological education also lays the foundation for building a harmonious campus culture, promotes the physical and mental health development of students, and prepares them to become national builders with ideals, culture, morality, and discipline in the future.

1.3. The Difference between University Administrative Management and Ideological Education for College Students

Firstly, the purpose is different. The core of university administrative management lies in maintaining the normal operation and order of the school, ensuring the smooth progress of teaching, research and other work. The purpose of ideological education for college students is to enhance their ideological and moral qualities, guide them to establish correct values.

Secondly, the content is different. The content of university administrative management covers all aspects of the school, such as teaching management, scientific research management, human resource management, financial management, etc. However, ideological education for college

students mainly involves Marxist theory education, ideological and moral education, and other aspects.

Thirdly, the methods are different. University administrative management usually adopts institutional norms, process control and other means to achieve management goals. However, ideological education for college students focuses more on guiding students to engage in self-education, self-management, and self-service through various methods such as classroom teaching, practical activities, and online education[1].

1.4. The Relationship between University Administrative Management and Ideological Education for College Students

Firstly, the administrative management of universities provides strong support and guarantee for the ideological education of students. By formulating and implementing relevant systems, university administrative management can ensure the smooth progress of ideological education, and provide students with a good learning and living environment.

Secondly, ideological education for college students has also added new vitality to the administrative management of universities. By enhancing students' ideological and moral qualities, strengthening their consciousness, it can promote their all-round development, while improving their comprehensive quality and sense of social mission, thus laying a solid foundation for the long-term development of universities.

Thirdly, the administrative management of universities and the ideological education of college students are interdependent and mutually reinforcing. Only by organically integrating the two can the comprehensive development of higher education be achieved.

2. Opportunities for the Integration of University Administrative Management and Ideological Education for College Students

2.1. Administrative Management in Universities Serves the Ideological Education of College Students

Administrative management in universities plays a crucial role in the ideological education of college students. It ensures the correctness and stability of education direction by formulating and implementing relevant systems; Reasonably allocate educational resources and provide sufficient material conditions for educational activities; Strengthen teacher management, enhance the overall quality and teaching level of the teaching staff; Create a positive and uplifting campus cultural atmosphere, subtly influencing students' ideological concepts and value orientations. These measures together constitute a sound system for promoting ideological education among college students, which helps to cultivate national builders and successors with ideals, morals, culture, and discipline.

2.2. The Consistency between the Administrative Management System of Universities and the Development of Ideological Level of College Students

The relationship between university administrative management and ideological education among college students is mutually reinforcing and complementary. Administrative management can provide institutional guarantees for ideological education, and ideological education for college students can lay the ideological foundation for administrative management. Traditional administrative management in universities usually focuses on supervising the behavior of teachers, students, and others, emphasizing behavioral constraints while neglecting ideological guidance. This approach is not conducive to the comprehensive improvement of the ideological level of teachers and students[2].

2.3. Continuous Integration of University Administrative Management and Ideological Education for College Students

The close integration of university administrative management and ideological education for college students is an important part of cultivating composite talents with both social responsibility and innovative spirit. By integrating ideological education into daily teaching management, universities can effectively conduct students to establish correct values. For example, in terms of curriculum design and activity organization, universities can focus on cultivating students' sense of social mission, teamwork spirit, and innovative thinking. Moreover, universities can also enhance students' sense of participation and identity by carrying out various forms of ideological education activities. Therefore, the continuous integration of administrative management and ideological education in universities is an important link in promoting educational reform and improving the quality of education.

3. Strategies for the Effective Integration of University Administrative Management and Ideological Education for College Students

3.1. Establish a Correct Educational Philosophy and Adhere to the Principle of Putting People First

The administrative management of universities and the ideological education of college students are both based on the management and education of people. Universities and teachers need to adhere to the people-oriented ideology, improve management and educational concepts from the perspective of "people", and truly enhance work effectiveness[3].

Firstly, administrative personnel and ideological educators in universities must adhere to the correct ideological path, enhance their knowledge and moral standards, and influence students' learning and development through the improvement of their own qualities.

Secondly, both administrative personnel and ideological educators should uphold the subject status of students in education. When carrying out institutional and educational reform, they should fully consider the actual situation and needs of students, respect their individual differences, and carry out educational reform based on their actual needs.

Finally, universities should pay attention to training and motivating administrative management personnel and ideological education workers, improve the comprehensive quality of relevant personnel through regular training, stimulate the enthusiasm of management personnel and education workers, and lay the foundation for the development of administrative management work and ideological education work.

3.2. Give Full Play to Administrative Functions and Improve Institutional Construction

To integrate ideological education for college students into higher education, administrative management in universities needs to play its management role through various administrative measures, such as improving relevant university systems, strengthening ideological education curriculum, coordinating teachers, etc. Continuously improving ideological education systems in universities to safeguard the comprehensive development of college students. Administrative management in universities not only serves as a guarantee, but also as a constraint. If teachers or students violate relevant teaching and education rules and regulations, corresponding administrative penalties can be imposed to manage them, supplemented by sufficient administrative management in campus ideological construction. The impact of policies as a coercive force on student behavior is enormous. All policies and regulations in universities should be conducive to ideological education, student-centered, and conducive to the growth and progress of students. The systems formulated through administrative

management are mandatory, binding, and appealing, which can not only mobilize the enthusiasm of managers and educators, but also cultivate students' ideological creativity.

3.3. Attach Importance to the Education of Students' Advancement

Every student cadres in colleges and universities is an outstanding student representative. By strengthening the advanced education, the pioneering and guiding role of student cadres can be highlighted.

Firstly, attach great importance to the theoretical learning of each student, improve their comprehensive level. Teachers should also firmly grasp the aims of education, establish lofty ideals, firm beliefs, actively utilize administrative management work, strengthen the effectiveness of students' ideological work.

Secondly, optimize and improve the model of advanced education for students. In addition to organizing students to participate in basic theoretical learning, university administrators should also innovate their work forms, so that students can fully exert their subjective initiative from an ideological and conscious perspective, comprehensively and correctly interpret the mode of administrative management, and not just stay at a superficial formalism.

3.4. Enhance Self-management Ability and Transform Management Forms

The achievement of the goals of ideological education among college students not only relies on administrative management and educational work, but also on the improvement of their own ideological consciousness and self-management ability. Colleges and universities should cultivate students' self-discipline in the process of administrative management and enhance their subject status in management and learning. Universities should provide students with ample opportunities for mutual exchange and learning among themselves, between students and teachers, as well as between students and administrative staff. Through interaction, students should recognize their own shortcomings and rely on the evaluation and help of others to achieve continuous learning and progress. Universities should have the courage to break through the rigid management mode in administrative management, innovate educational methods and management forms, enhance students' self-management awareness, and promote the improvement of students' ideological level in the process of self-management.

4. Conclusion

Education is an important cornerstone for promoting national rejuvenation and advancing social progress. Our country's educational philosophy points out that building an educational powerhouse is a strategic precursor to comprehensively building a modern powerhouse, an important support for achieving high-level technological self-reliance and self-improvement, an effective way to promote common prosperity for all people, and a fundamental project for comprehensively promoting national rejuvenation through modernization. In higher education management, administrative management and ideological education among college students are two important conditions for ensuring their stable development, which are both different and related. Ideological education is the ideological foundation of administrative management, and administrative management is the organizational guarantee means of ideological education. Effectively combining these two aspects, enhancing the construction of university faculty, strengthening campus culture, and promoting the respective functions of both, writing a new chapter for the sustainable development of universities.

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