

# Research on College Student Management and Counselor Work under the Market Economy System

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***ABSTRACT.** In recent years, with the comprehensive advancement of my country's higher education system reform and the continuous development of higher education, coupled with the further expansion of the enrollment scale of colleges and universities, the student work of colleges and universities has entered a new stage of development. As a front-line teacher of student work-counselors are bound to face new challenges, which requires counselors to make necessary adjustments and changes in ideology, knowledge structure and management thinking. Therefore, formulating the study and training plan for counselors, implementing policies and remuneration, stabilizing the team, and correctly positioning the counselors as "directors" have become important contents of college student work.*

***KEYWORDS:** counselor, economics, colleges and universities, student management*

## 1. Introduction

With the continuous improvement of my country's market economy system, the current social employment environment also puts forward new requirements for my country's college education. The employment of college graduates has changed from the past centralized system to the present independent employment and two-way employment[1]. This new employment change makes many college students, especially college graduates, uneasy. In order to allow college students to quickly adapt to the current market economy environment and promote the development of students' mental health, college counselors should do a good job in education and counseling from many aspects.

## 2. The new situation and tasks faced by college counselors

With the advent of the knowledge-based economy society, the original defensive and task-based management model of ideological and political education in colleges and universities has become less and less able to meet the needs of the development

of ideological and political education in colleges and universities, and it has also restricted and affected the quality education in university education[2]. Implementation and realization. There is no doubt that stabilizing the situation in universities and contributing to the stable and harmonious development of society is the primary task of ideological and political work in universities. In this regard, many colleges and universities have made great efforts to reform and innovate the ideological and political work mode, and realized the scientific, rational and efficient ideological and political work mode, which has further promoted the continuous development of student work in colleges and universities, which will inevitably affect the work of counselors[3]. Put forward many new requirements, the original educational management ideas and methods will face new challenges, and instructors need to be fully prepared in the education work, so as to better adapt to the current ideological and political education work in colleges and universities. New situation and new requirements.

For a long time, ideological and political work in colleges and universities has often mainly adopted positive indoctrination education. In terms of ideology, various social thoughts have been "blocked", and students have been restricted or even prohibited from contacting diversified social thoughts and thoughts, causing students to be self-enclosed. The state and mode of thinking are singular, and are seriously out of touch with social development[4]. However, with the increasingly prominent core features of knowledge and technology in the knowledge economy society, profound changes are taking place in knowledge values and corresponding educational and teaching techniques. The popularization of the Internet and the in-depth development of information technology have further changed traditional thinking. Teaching mode of education.

At the same time, the teaching thinking of ideological and political education in colleges and universities is undergoing essential changes, and more attention is paid to the education of enlightening and thinking transformation of college students in the process of education. This is an important prerequisite for college students to learn to learn, learn to survive, and even learn to be a person. It is the development and changes of educational thinking and educational methods that have brought new thinking and new missions to the work of counselors[5].

Only through continuous hard work, mastering the professional theoretical knowledge and improving one's own practical operation ability, and forging oneself into a pillar capable of supporting social development, can we stand firm in this "survival of the fittest" employment environment. Heel, find a job that meets your intentions. Therefore, university administrators should do a good job of propaganda work through multiple channels, such as intramural broadcasting, intranet, blackboard newspaper, etc., to propagate the employment concept in the context of economic system changes to students. If the university conditions permit, senior leaders of multiple companies can also be invited to the university to give employment seminars, to teach students how to employ companies, so that students can fully understand their current employment situation[6]. Qualified majors can set up elective courses related to the current economic situation to provide professional interpretations on the development of the Chinese economy, the transformation of

the economic system, rural urbanization, changes in corporate needs, etc., and guide students to analyze the current economic situation in China and locate future services direction.

### **3. Analysis of the basic situation of current college counselors**

In the past work model of counselors, college students have always been under the control of counselors and put themselves in a state of unconsciousness, and their enthusiasm, initiative and creativity cannot be brought into play. Entering the knowledge economy society, with the rapid development of information communication and network technology, the channels for college students to obtain information are increasingly widened, their thinking and thinking are more active, their sense of autonomy continues to increase, and the requirements for the realization of self-worth and the manifestation of self-subjective consciousness are becoming stronger[7].

This awakening of subject consciousness is summed up in Berlin's words: "People, most importantly, I hope to realize that I am a thinking, willed and active person who can take responsibility for my own choices. And can use my own thoughts and purposes to explain why I made these choices. As long as I believe that this is the truth, I feel that I am free. If someone forces me to believe that this is the truth, then I will I feel that under this situation, I have been enslaved." College students began to question the education of "no one's eyes" and became hostile to the traditional rigid control management model of counselors. Education should not only be the teacher's discipline to students, but should be more reflected in the self-realization of the student body-this has become the consensus of education and society to a certain extent[8]. This means that it has become increasingly impossible for the instructor to control the behavior of the students, and it also means that the work of the instructor will inevitably face new challenges in the situation where the self-consciousness of the students is enhanced. With the advent of a knowledge-based economy, the speed of knowledge update and the degree of information modernization have undergone tremendous changes, and many new requirements, new missions and new challenges have been put forward for the work of college students, especially the work of counselors. Therefore, in the face of new situations and new tasks, counselors must reflect on their own work philosophy and working methods in order to better adapt to and surpass the needs of self-development. Of course, the realization of the above work must be based on a better understanding of the overall situation of the counselor, which is also the logical starting point for achieving better development of the counselor's work. Whether college student management is done in place depends directly on the importance of college leaders.

Therefore, we must cut in from the perspective of college student management and create a student management supervision and guidance office based on college party and government leaders as members, and then provide scientific theoretical methods and material support for the student management work of college counselors, and let students manage their work Be more standardized and

institutionalized, so that its work can be rationalized[9]. In addition, management should be carried out from the perspective of "three comprehensives", which refers to all employees, all-round and all-round. "Full staff" refers to the quality of the management of college students. Not only can it be done by counselors, but all employees of the school should participate, give full play to the spirit of the master of the college, and treat students as their own children. ; "Comprehensive" means that the management of students should be carried out from multiple aspects, not just limited to the classroom, management education can be carried out in multiple environments such as canteens, dormitories, and playgrounds; "Period" refers to the period from enrollment to graduation. The management work during the entire period should not be lagging behind to avoid educational loopholes due to lax management. Through the implementation of the "Three Comprehensives" work, the proportion of outstanding graduates with both ability and political integrity has been effectively increased.

Third, the strategic demands of the role positioning of college counselors (1) Counselors should change their educational concepts, continuously improve their overall quality, and gradually shift from a teacher-based education view to a student-based education view One of the important characteristics of the instructor's class management is that it is based on the understanding of the students' psychological and academic needs, and to achieve the realization of educational goals, and the true manifestation of this characteristic should be based on the real dialogue between the instructor and the student On the basis of the mechanism, if the counselor still contacts, communicates and interacts with the students in a superior posture, it is impossible to truly know, understand or even understand the students, nor can they truly enter the inner world of the students, let alone To achieve its educational development goals[10]. Therefore, the counselor should do the following in educational practice: (1) Become a participant in class management. American scholar Dole pointed out: "In the reflective relationship between teachers and students, teachers do not require students to accept this authority; on the contrary, teachers require students to delay their distrust of that authority, and to participate in the inquiry with the teacher to explore those students Experience everything. The teacher agrees to help students understand the meaning of the suggestions given, is willing to face the doubts raised by the students, and together with the students reflect on the tacit understanding gained by everyone." Therefore, in this way, the students will not be Abandoned, and the teacher will not suffer from rigidity in thought and action in the process of participation. (2) Become the leader of class management. This requires counselors to establish the concept of "people" as the foundation of education in education, that is to say, in the education process, counselors and students should always be real people, rather than having certain fixed roles and functions The body of action. For college students, their physical and psychological growth and development are already in a state of "quasi-adult", but teachers still need to guide their life development journey, guide them to correctly face real life and face their faces Opportunities and challenges for students, facing various knowledge and behaviors, etc., so as to reflect the important guiding value for the effective development of students and their realization of "complete socialization". Therefore, the instructor should transition from the role of "soloist" to

the role of "accompanist". It is no longer primarily an evangelist, but to help students discover, organize, and manage experience, guiding them rather than shaping them. (3) Become an inquirer of student development. In class management, counselors should not only learn to study students, pay attention to the development and changes of each student's psychology and behavior, but also learn to study the work of counselors themselves in order to achieve The innovation and creation of work can better improve the overall quality of the counselors themselves. (2) Counselors should change their working methods to improve the "immunity" and "hematopoiesis" functions of college students Undergraduates are the basic elements of colleges and universities. Instructors should pay attention to the main role of students, educate and guide college students to learn how to live, learn to behave, and cultivate their self-shaping ability. This ability mainly includes two aspects: one is the ability to judge, evaluate and select values, which is equivalent to the immune function of the human body; the other is the internalization ability of values, which is like the hematopoietic function of the human body. Only with the immune function can the correct values be internalized into life beliefs and used as coordinates on the road of life. Therefore, the ideological and moral education of college students should not only stop at the instillation of general moral knowledge, but should focus on the improvement of the self-molding ability of ideological and moral quality to enhance their own "immunity" and "hematopoiesis" functions. The realization of these functions requires counselors to weaken their educational administrative authority and strengthen their professional authority as much as possible. American scholar Sagiovanni pointed out: "Whether it is bureaucratic authority or personal authority, in the long run, they will fail because they emphasize 'listen to me'. When the leader asks others to chase anytime, the most effective way is 'Listen to me'; my position enables me to reward you for 'listen to me' and punish you for 'not listen to me'." Because of the authority of educational administration and the command-style one-way management model, it can only be The instructor's "one-to-one" behavior will make the class lose its basic function as an educational entity to develop individuals in an all-round way. (3) Schools should correctly position the role of counselors from many aspects, and create a good working environment and mechanism First, strengthen the leadership of the construction of the counselor team, put this work in a prominent position in school work, carefully deploy and implement it, and provide a strong organizational guarantee for strengthening and improving the ideological and political education of college students. Pay close attention to the "one in place, three implementations", that is, pay close attention to the recognition, pay close attention to the implementation of organization, system, and policy. Second, the school should strictly control the recruitment of counselors to ensure the overall quality of the counselor team. In accordance with the standards of "strong politics, good professionalism, strict discipline, and upright work style", personnel who have both ability and political integrity, willing to contribute, dedicated to teaching and educating people, and love college students' ideological and political education, should be recruited into the team of counselors. Third, schools should provide counselors with a good working environment and living conditions to relieve counselors from worries. Give preference to policy orientation and financial

treatment, so as to enable counselors to find their positions and work hard to do their own jobs. Fourth, establish a fair and harmonious promotion system and rules for balancing interests. The administrators of college counselors should pay close attention to the integration of interests and psychological integration of colleges and universities, such as the promotion of professional titles and positions, the implementation of rewards and punishments for good and bad, must reflect the principle of fair competition. At the same time, pay attention to the balance between the counselor and the professional teacher, and the fairness within the counselor. Fifth, by strengthening the training of counselors, professional learning, and on-the-job training, make dedication, management and education, and being a teacher have become their inner spiritual needs, so that counselors can consciously and purposefully improve their work consciousness Sex, initiative and creativity.

#### 4. Conclusion

Actively organize counselors to participate in social practice and study inspections, broaden their horizons, expand their thinking, improve their ability to solve practical problems, increase their ability to do ideological and political education, and continuously improve ideological and political quality and professional quality. In short, under the conditions of the knowledge economy, it is necessary to strengthen and improve ideological and political work, and comprehensively promote quality education. Colleges and universities must effectively strengthen the understanding and understanding of the role of counselors, and create various conditions to improve the enthusiasm, initiative and creativity of counselors. , To strengthen and improve the education and management of contemporary young college students.

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