

Cultivation through Management in Colleges and Universities in the New Era: Connotation, Characteristics and Functions

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Abstract: The cultivation with management work in colleges and universities is the basis and guarantee for the smooth development of other education work, is an important part of the education work in colleges and universities in the new era, and plays an important role in establishing morality and cultivating people. The connotation of cultivation with management in colleges and universities can be divided into broad sense and narrow sense. The cultivation with management in colleges and universities has distinctive characteristics of systematic education process, integrity of education methods, diversity of education subjects, and refinement of education content. It is an important path for colleges and universities in the new era to make full use of its characteristics and give full play to the functions of ideological guidance, system guarantee, measure standardization and cultural edification of cultivation with management.

Keywords: universities; cultivation with management; college student; To establish virtue and cultivate people

1. Introduction

In the new era, the goals and methods of education in colleges and universities have changed, and the connotation, characteristics and functions of management education in colleges and universities have also been adjusted accordingly. Management education is the role of promoting colleges and universities to effectively fulfill their important social functions and responsibilities of talent cultivation, scientific research, international cooperation and exchange, and social services. In order to better implement the fundamental task of cultivating people by virtue, improve management efficiency and enhance the effectiveness of education, colleges and universities must clarify and master the connotation, characteristics and functions of management and education, promote the effective integration of college management into the practice of education, and complete the mission of college management and education.

2. The connotation of college management education in the new era

Management education is a "compound" concept. To correctly understand the connotation of university management education, we should understand the theory and characteristics of university management and education. Up to now, there is no uniform standard for the definition of management. The definition of management is constantly enriched and developed with the development of the times. In management, management refers to the human centered coordination activities in social organizations to achieve the expected goals. The purpose of management is to achieve the expected goals. The essence of management is coordination, so that individual efforts are consistent with the expected goals of the collective. Peter Drucker, a Master of Management, thinks that management is a kind of work, an organ, a science and a culture. ^[1] Stephen P. Robbins, a famous American management professor, believes that management "refers to the process of doing a good job efficiently and effectively through joint efforts with others." ^[2] p5 Zhou Santuo, a Chinese scholar, believes that "management is a process in which managers use management functions to coordinate in order to effectively achieve organizational goals,

personal development and social responsibility." [3]p11

"Educating people" means educating, cultivating and shaping people. Educating people is the starting point and result of establishing morality and cultivating people in colleges and universities. The essence of educating people is "for whom? Educate what people? How to educate people?" These three issues are related to the implementation of our Party's educational policy and are dialectical and unified. "For whom to educate" determines the purpose and requirements of educating people, and determines the nature and characteristics of what kind of people to educate. The nature and characteristics of human beings or at the same time also determine the ideas and methods of educating people. "What kind of person to educate" and "what way to educate" are basically serving "who to educate people for". In a class society, no matter how the society develops, educating people has a distinctive class nature, and serves the ruling class. Instead of simply improve people's quality and promote their development, it focuses on cultivating successors of the ruling class. Socialism with Marxism as the guiding ideology as its guiding ideology serves the broad masses of the people not minority, with the aim of people-centered and people free and all-around development. By "educating people", we mean taking the training of qualified socialist builders and reliable successors as the fundamental task, ensuring the correct direction of talent training through ideological and political education, meeting the educational policy of Socialism with Chinese characteristics in the new era, meeting the needs of Chinese path to modernization, and promoting the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

Colleges management education is the combination of management and education, and it is the "double responsibility management" of college management workers. The whole process of university management is essentially a process of educating people. Therefore, when management is combined with school education, it has universal sociality and education, and it is an important content for colleges and universities to qualified socialist builders and successors with comprehensive quality and healthy body and mind, and to achieve the training goals; It is an important guarantee to promote the school to realize the four functions of talent training, scientific research, social service and cultural inheritance and innovation; It is also an important starting point to promote the ideological and political education of college students.

There has been no consistent authoritative definition of university management education. In recent years, scholars have given different explanations according to the spirit of relevant documents and their respective research focus. The representative ones are: "Management education refers to the process in which the management department and its staff regard education as the starting point and foothold of management work." [4]p103 "Management education refers to the work carried out by the management departments and administrators of colleges and universities in the process of performing their management functions, focusing on building morality and cultivating people." [5] p117 "Management education refers to the process in which the school administrator exerts influence on the managed to make them tend to the goal of school moral education." [6] p118 "Management education is to achieve the goal of educating people and moral education in the process of school management through school management." [7] The connotation of management education can be understood from both broad and narrow aspects. Broadly speaking, management education is a kind of behavior full of educational implications. It is the process of cultivating students' moral, intellectual, physical, aesthetic and labor development. Through various management activities carried out by the school, it exerts a subtle influence on students' psychology and physiology, forming an overall system of all-round education. In a narrow sense, management education refers to that the educational administrators, through effective measures and with the help of various educational resources, exert explicit or implicit positive influence on students' thoughts and behaviors to achieve the purpose of education. We believe that university management education refers to the process in which the management departments and their relevant staff of universities educate and guide college students in an all-round way to achieve the established goal of education through planning, organization, leadership, coordination and other management behaviors.

3. Characteristics of college management education in the new era

The characteristics of management education in colleges and universities in the new era are closely related to the essential requirements of management education. The essence of management education is the fundamental attribute of management education, and the characteristics of management education are the external manifestation of the essence of management education. The essence of college management to educate the person in the new era determines that college management to educate the person has distinctive characteristics. These characteristics are reflected in the systematic process of college

management and education, the integrity of the methods, the diversity of the subjects, and the fineness of the content.

3.1. The process of college management education is systematic

In the process of college management, the quality, image, words and deeds of administrators, campus environment, school atmosphere, school spirit, and culture constitute the education system. The educated are gradually influenced in this system, and the process of management gradually penetrates into the heart of the educated, thus achieving the purpose of education. In the process of management and education in colleges and universities, managers integrate various educational management means, such as ideological education, political education, moral education, warning education, psychological education and so on into the whole process management and education of students with a relatively loose management system and education concept, which do not need to be eager for quick success and instant benefit. In the process of implementing management, managers systematically run through the goal of educating people, and achieve the goal of educating people in a subtle way. The most basic way to realize the goal of management education in colleges and universities is to improve the management system, take appropriate management measures and make the management process systematic in all aspects. In the management process of colleges and universities, colleges and universities should draw up their own university articles of association and major school rules and regulations in accordance with the education policy of the Party Central Committee and the education policy, laws and regulations of the State Council and its education administrative department; Then, according to the relevant instructions and requirements of the higher education authorities, and in combination with the characteristics of the school and the actual situation, improve the rules and regulations of the school, and formulate sound management and education methods. The administrators of colleges and universities should reasonably implement the school discipline, teaching and research, community activities and other educational measures. However, when employment recruitment, practice training, activity competitions and other educational achievements, the corresponding experience summary, measures improvement and effect evaluation are fed back to the source of the whole management education, so as to revise the corresponding management education philosophy and measures. All these reflect the systematicness in the process of college management and education.

3.2. The way of college management and education is integrated

The management system, regulations and measures of colleges and universities have direct and realistic guidance and restraint on students' behavior, which reflects the standardization and integrity of college management and education. "All aspects of the life experienced by college students, from space to time, from objective reality to subjective consciousness, should be organically coordinated and unified, and should not produce huge divisions or even opposites. From the perspective of management and education, it is necessary to maintain the overall dignity of daily life through appropriate means of management activities, so as to implement the principle of integrity and give full play to the optimization effect of education." [8] p38 College management education pays attention to students' learning, life and emotion, respects the objective laws of human growth and socialization, reflects the all-round and multi angle management education, and forms a pattern of holistic education. With the development of information technology and the diversification of social life, many changes have taken place in the way of college management and education. The leading cadres in colleges and universities have abandoned the original "paternalism" and "leading role" for college students, and have adopted the exploratory, equal and relative, coaxing model. Teachers' teaching has also changed from the original "full room" mode to the "heuristic" and "discussion" mode. The teachers in charge of associations and teams have also changed from the original "obedience" and "arrangement" to the "joint efforts" and "advance and retreat" model. The development of these management education methods keep pace with the times and has expanded the new integrity of education.

3.3. The main body of college management and education is diversified

The main body of management education undertakes to achieve the effect of education in the process of management, which is more "management ability" than the requirements of the main body of direct education such as curriculum education and funding education. At the same time, the main body of management and education is diverse. From an individual perspective, the main body of management and education includes not only college party members cadres, full-time teachers, counselors, class teachers and other logistics support workers, but also some college students, because some college

students have certain management responsibilities within a certain limit and scope. From the institutional point of view, the main body of management and education is also including departments such as Communist Youth League organizations, teaching, scientific research, educational affairs, administration, logistics and other departments. Institutions at all levels and personnel of colleges and universities are directly or indirectly influencing the formation and development of college students' values through different channels. The basic function of university management is to mobilize and organize the faculty and students to play a role in educating people. In the new era, the historical mission of college students has also undergone some adjustments. It is a theme for colleges and universities to cultivate young people of the times who are responsible for national rejuvenation. The main body of college management and education has also changed. It is not only the traditional party and government leaders, teaching staff, party and league organizations, comprehensive functional departments and other personnel and organizations in colleges and universities, but also includes campus environment, library canteen, classroom laboratory, school atmosphere, style of study, cultural and sports activities and other school "hardware and software". These also constitute a part of college management education, forming a diversified education subject.

3.4. The content of college management education is delicate

From the perspective of the content of education, due to the particularity of the position and function, the content of college management to educate the person on student education is more focused on refinement. In college management, administrators should not only achieve the goal of education by implementing strict school management system, creating a rigorous and standardized education environment and order, but also directly reach the goal of education by using their own good ideological and political character and personality charm to influence students' use of management process in direct contact with students. Therefore, the development of college students' management and education work involves specific and complex contents. It is not only necessary to adjust the basic concept of education, but also to overcome the abuses of existing management education practices. It needs to redesign the management plan and coordinate the cooperation of multiple management functional departments, resulting in management threads and huge workload. The management education of colleges and universities should be refined to overcome the administrative management tendency and coordinate the division of labor and cooperation between the management functional departments according to the particularity and practical needs of the management objects. According to the requirements of the development law of management itself, management in the new era needs to be more "humanized" and "refined". For contemporary college students, management need to pay more attention to the combination and integration of the above two aspects. In terms of the content of college management and education, we should not only pay attention to the traditional concerns about college students' "ideals and beliefs", "food and clothing", "study and life", but also pay attention to their "state of mind", "emotional fluctuations" and "mental health". Especially in the "post epidemic era", the content of educating college students needs to be expanded and refined. The increase of these educational contents has continuously enriched the characteristics of the refined educational contents in university management.

4. The function of college management in the new era

In today's changing world situation and domestic situation, strengthening the analysis of college education, especially the management education, and effectively grasping the function of management education are the realistic requirements to do well in college management and enhance the effectiveness of education. Entering the new era, we should firmly grasp the ideological guidance function, system guarantee function, measure standardization function and cultural edification function of university management and education.

4.1. Ideological guidance function of college management education

The guiding function means that management education work of colleges and universities uses the methods of inspiration, mobilization, education, supervision, and criticism to guide the educated people's thoughts and behaviors to the correct direction of education. On the one hand, this guidance is embodied through the direct form of curriculum arrangement and planning of ideological and political education activities, on the other hand, it guides and regulates the behavior and psychology of members through subtle influence. A good management guidance can guide college students to establish a correct outlook on the world, outlook on life and values, further clarify the purpose and significance of teaching and

learning, and actively adapt to the new requirements of social development. College education should be based on the all-round development of students, strive to build a pattern of all-round education for all staff in the whole process, and fully implement the fundamental task of establishing morality and cultivating people. The ideological and political work has become an extremely important work in the management of colleges and universities. It is necessary to apply the objective requirements, concepts and methods of the ideological and political work to all aspects of the management, promote college students to get positive guidance and education of in the process of accepting school management or participating in school management, so that the ideological and political education function of management and education can be fully reflected. In the new era, the management education in colleges and universities pays more attention to the direct education, supervision and guidance of college staff, especially ideological and political teachers and counselors, in terms of the dominant ideological guidance function. In terms of implicit ideological guidance, we should actively guide the value in the process of responding to social hot issues. Managers should also pay attention to their own words and deeds, especially the positive and standardized nature of "net words and net words" and give full play to the positive function of ideological guidance of college management and education in every detail.

4.2. System guarantee function of university management education

The guaranteed function refers to the management and education of colleges and universities to ensure the healthy operation of work and the correct direction of education. Throughout the past and present, a good system is an important guarantee for national rejuvenation and people's happiness. For a university, a good university management system can not only maintain the teaching order and safeguard the interests of teachers and students, but more importantly, it can transfer the rules of research, spread the norms of life, and make the rules that contain the way of the university shape character, cultivate sentiment, and cultivate atmosphere while regulating behavior and cultivating habits. The construction of rules and regulations plays an important role in ensuring the realization of the goal of cultivating people through virtue. Establishing perfect rules and regulations and constantly improving the existing system is an important measure to ensure the direction of education, and a key link to improve the efficiency of management. An important task of management and education is to formulate rules and regulations that conform to the development and construction of colleges and universities and their own reality to improve and perfect the function of "practical, effective and easy to use" of colleges rules and regulations, and to better standardize the management of colleges and universities through the system, and to promote the realization of the goal of talent training in colleges and universities. The new era puts forward new requirements for national governance capacity and governance system. As a special group, college students not only need to care and care to help them grow and develop, but also need to cultivate their regular thinking and legal awareness. Therefore, a good and constantly perfect university management system is a powerful guarantee for the healthy growth and development of college students.

4.3. Normative function of measures for college management education

The normative function refers to that the management and education of colleges and universities not only ensure that the direction of school operation and education is not biased, but also have the normative function for the measures of education. Through the corresponding system and the established goals, we regularly carry out self-examination and self-correction of school education problems, corrects the deviation and ensures that all education measures are implemented in a standardized manner, and the implementation is in place to achieve actual results. Colleges and universities should further establish and improve the system of running schools according to law and managing and educating people, clarify the content and path of managing and educating people, and improve the ability of various management cadres to educate people. Ensure the educational orientation of educational funds. The role of educating people was included in the assessment and evaluation of management positions, and guide management cadres to influence and cultivate students with good management models and behaviors. The specific path of educating people was further clarified, and the measures for educating people were standardized. Through the improvement of these work quality, we will ensure that the direction of school running, and nurturing people is guaranteed not to deviate and the track not to run wrong. In the new era, the basic functions of colleges and universities should not only be played in the process of management, teaching, scientific research, and local service, but also focus on the role of party building and play a leading role in party building. This will ensure that all management and education measures are more standardized. The role of various education subjects at all levels and the implementation of various management and education measures will become more standardized, which will jointly serve the purpose of education in colleges and universities.

4.4. Cultural edification function of universities management education

The edifying function refers to the function of university management education to nourish the culture of the educated, unite people's hearts and form resultant synergy. The management culture is reflected in material culture, spiritual culture, system culture, behavior culture respectively. These cultures have an implicit role in education and edification effect, which can change college students' thoughts, words and deeds through subtle enlightenment, encouragement, and guidance, so as to achieve the effect of educating people. In essence, nurturing people in college students systematically with mainstream cultural values and mainstream ideology. Specifically, it is to infect and affect college students with the socialist culture with Chinese characteristics. Cultural edification is the need to educate people and promote their all-round development and healthy growth, which plays a very important role. In the new era, the study and publicity of the excellent traditional Chinese culture in colleges and universities will have great potential to set off a wave of Chinese studies. Cultural heritage is a unique resource of colleges and universities, which is a special advantage that distinguishes them from other organizations in cultivating people. Colleges and universities that have accumulated profound cultural deposits will better reflect their cultural edification function of management and education by absorbing the essence and the spirit of the times.

5. Conclusions

The cultivation with management in colleges and universities has higher and more refined requirements for the concept, content and method of college education in the new era. If we deeply grasping and understanding the connotation, characteristics and functions of the cultivation with management in colleges and universities will enable us to better understand the mission and task of college management education, better update the concept of college management education, and better carry out the innovation of the methods of college management education. To know and understand the connotation, characteristics and functions of the cultivation with management in colleges and universities with a higher development pattern will provide more unique perspectives and solutions for colleges and universities in the new era to better accomplish the task of socialization of college students and achieve the mission of establish virtue and cultivate people.

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