

Problems and Countermeasures of Study Style Management in Private Undergraduate Universities

Zhuang Leilei^a, Khunanan Sukpascharoen^b

Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies, Rajamangala University of Technology Tawan-ok, Bangkok, Thailand
^a362814945@qq.com, ^bkhunanan_su@rmutto.ac.th

Abstract: *In this paper, three private colleges and universities in China are taken as the research objects. Combined with the literature, we establish the evaluation index system through the analytic hierarchy process to determine the index weight. This paper used the fuzzy comprehensive evaluation method to build a fuzzy comprehensive evaluation model of the study style of colleges and evaluate the construction level of private colleges and universities. The research results are as follows: the construction level of study style in private colleges and universities is good. And some issues could be improved. This paper analyzes the results of the questionnaire on the five factors that affect the construction of study style in private colleges and universities and puts forward some countermeasures to improve the study style. The approaches are as follows. First, teachers should take the ideological and political theory course as the primary and focus on improving effectiveness. Second, it is necessary to improve practice education and give full play to its function. Third, teachers and students should use the media carrier of colleges to form a comprehensive communication system of study style education. Next, the manager strengthens the college campus culture's construction, broadening the culture education path. Finally, strengthen the construction of education teams in colleges and universities to guarantee educational achievements.*

Keywords: *Private colleges and universities; Evaluation of study style; Study style; Ideological education*

1. Introduction

The construction of study style in the university plays a decisive role in educational strategy. In 2010, the Ministry of Education proposed in the Outline of the National Program for Medium - and Long-Term Education Reform and Development (2010-2020) "To fully mobilize students' enthusiasm and initiative in learning, encourage them to study, enhance their awareness of honesty and cultivate a good learning style." In 2011, the Ministry of Education issued the "Implementation Opinions on Strengthening and Improving the Construction of Academic Style in Colleges and Universities" by Teaching Technology (2011) No. 1, fully recognizing the importance and urgency of the construction of study styles in colleges and universities. Private colleges and universities are starting late, and we need to improve their infrastructure. There is a big gap between learning style management systems and public universities. Market-oriented employment of private university graduates is accelerating. Private universities face an increasingly complex situation. The students' learning foundation and their self-control need to be improved. Therefore, private universities should set up management systems according to their conditions.

This study provides an excellent theoretical basis for private colleges and universities to strengthen the management of study style. Study style management is essential for management in colleges and universities. But there needs to be more research on study style management in private colleges. This paper systematically expounds on the management of study style in private colleges and universities. We discuss its corresponding countermeasures, guide the methodology of the management of study style in private colleges and universities, and enrich the results of the management of study style in colleges and universities.

On the one hand, the cultivation of an excellent style of study promotes college students' learning of professional knowledge. On the other hand, it solves the problem of cultivating college students' comprehensive quality. At the same time, it is of great significance to effectively and efficiently improve the level and efficiency of the study style management of private colleges and universities, create a good learning atmosphere, build a high-level education system for private colleges and universities, improve

the quality of running schools and expand China's comprehensive strength.

2. Theoretical Basis of Related Research

The concept of study style can be divided into broad and narrow. In a broad sense, the study style includes the style of school governance. In a narrow sense, the study style refers to students' study atmosphere. In this paper, the style of the study refers to the narrow sense of style of study, students' learning climate, that is, students after long-term learning to develop a relatively stable learning climate and atmosphere [1]. Learning style is a learning attitude and spirit which runs through learning activities. The construction of the style of study, one is to do well in the ideological education of students, establish correct and firm values, world outlook and outlook on life, from the connotation, it contains the students' concept of learning. The functions of study style are to provide the students with the right ideas, let the students form the right attitude towards life, and guide the students' daily behavior activities with the right ideas, to achieve the purpose of moral education and cultivating people [2].

The theory of management by purpose has been developed since the 1950s. Its essence is the organization's overall goal, the use of systematic methods, and the construction of a hierarchical system of goals. The most fundamental characteristic of this theory is systematic management, results-oriented management, and people-oriented management, emphasizing people-oriented to guide all personnel to participate. The theory of educational management by objectives is to apply the theory of management by objectives to the field of education. In the research, the theory of educational management by objectives provides specific theoretical support for constructing an evaluation index system of study style construction in colleges and universities [3].

In the 1930s, since Hawthorne founded the theory of interpersonal relationships on the basis of experiments, behavioral science began to put people in the first place in the management of learning, even in the central position. The theory of people-oriented management originated in the 1960s, when Douglas MacGregor put forward the X-Y theory. In his opinion, management should attach importance to people. In 1987, he published an article, "The Human Aspects of the Enterprise", arguing that all management decisions and the implementation of management measures are closely related to the characteristics of human nature and the behavior assumptions behind it.

The educational principles of Makarenko's collectivism mainly include the combination of respect and demand, the influence of parallel education, and prospect education. As for the study style, foreign scholars' research on the study style is mostly from the perspective of academic problems. Here is mainly the problem of learning, which is of specific reference value for the construction of the style of study in Chinese universities. Decoo, Colpaert W believes there is a crisis of academic misconduct in universities. It is necessary to strengthen the moral quality of students, teachers, and researchers. Given the thorny problems, a detailed test platform and many pedagogy tools are provided. Farland Michelle Z and ChildsKean Lindsey M proposed that maintaining academic integrity is the key for educators and discussed the necessity of reevaluating graded courses to maintain academic integrity [4].

Foreign scholars' conclusions on the study style of colleges and universities are primarily from an empirical perspective. Through the analysis of the data by the framework model, the conclusion is drawn. He pays attention to the analysis of influencing factors of the style of study and the causes and solutions of the problems of the style of study of college students.

Domestic scholars' research on the study is partly based on relevant ideas to study the problem of style of study, find the problems, and put forward solutions. The index evaluation system is established through construction, the university is evaluated and verified, the influencing factors are analyzed, and the countermeasures are put forward.

3. Research Methods

By referring to a large number of domestic and foreign research materials and literature, this paper collected and sorted out the relevant contents of the evaluation of the study style of colleges and universities and the influencing factors of the construction of the study style of colleges and universities, and grasped the latest research trends of the construction of the study style of colleges and universities in China. In this paper, questionnaire star combined literature, data, and suggestions to design questions and issue questionnaires. In this paper, questionnaires are distributed to students from three private universities in China, and data are collected and analyzed accordingly. The analytic hierarchy process

(AHP) decomposes the evaluation indicators of study style into different hierarchical structures according to the hierarchy and sequence, then obtain the weight by solving the eigenvector of the judgment matrix and finally obtains the final weight. The fuzzy comprehensive evaluation is carried out for 22 indicators and five comments (excellent, good, medium, average, poor). The weighted average type M (*,+) operator is used to conduct the research. Firstly, the weight vector A (calculated by analytic hierarchy process) of the evaluation index is used to construct the weight judgment matrix R of 22×5. Finally, the membership degree of 5 sets of comments (excellent, good, medium, average, poor) is obtained through analysis. The maximum membership degree law of the set can get the final comprehensive evaluation result [5].

As shown in Table 1, the questionnaire was designed from five dimensions, including school, teachers, students, families, and society. The scale method was adopted, and the options were designed as degree scales, utterly inconsistent, relatively inconsistent, basically consistent, relatively consistent, and entirely consistent.

This questionnaire is based on students in three private universities. To ensure the authenticity of the data, the questionnaire adopts the anonymous survey and is distributed on the network through the questionnaire star. There are 268 valid questionnaires for this questionnaire-statistical analysis of the basic information of the survey objects. It can be seen in table 2.

Table 1: Evaluation index system of study style

First-level index	Secondary indicators	Tertiary indicators
Ideological and moral qualities A	Political Quality A1	Enthusiasm for Party membership, A11
		Participation in political activities, A12
	Moral Quality A2	Civic moral quality, A21
		Mental health condition, A22
		Integrity status, A23
Scientific and cultural quality B	Learning attitude B1	Classroom discipline and attendance, B11
		Exam violations, B12
	Learning behavior B2	Self-study situation, B21
		Book borrowing situation, B22
		Homework completion status, B23
	B3 academic performance	Excellent performance rate, B31
		4, CET-6 passing condition, B32
		Course retaking condition, B33
		Repeat condition, B34.
	Combined effect B4	One-time earned degree situation, B41
		Skill Certificate passing condition, B42
		Qualification for public and postgraduate entrance examinations, B43
Practice and innovation C	Social Practice C1	Activity participation, C11
		Construction of practice base, C12
		Practice effect, C13
	Science and technology innovation C2	Academic papers published, C21
		Research projects, science and technology competitions, C22

Table 2: Evaluation results of the study style

Secondary index	Tertiary indicators	Excellent	Good	Medium	Average	Very poor
Political quality A1	Enthusiasm for Party membership A11	0.2724	0.3694	0.2388	0.0970	0.0240
	Political activity participation A12	0.2500	0.4104	0.1866	0.0858	0.0672
Moral Qualities A2	Civic moral quality A21	0.3470	0.3445	0.1791	0.0560	0.0634
	Mental health condition A22	0.2799	0.3657	0.2127	0.0858	0.0560
	Good Faith status A23	0.3060	0.3993	0.1716	0.0410	0.0821
Learning attitude B1	Classroom discipline and attendance B11	0.2948	0.4030	0.2015	0.0597	0.0410
	Exam Violations B12	0.2761	0.3955	0.2015	0.0896	0.0373
Learning Behavior B2	Self-study situation B21	0.2836	0.3582	0.2239	0.0933	0.0410
	Book loan situation B22	0.2687	0.3358	0.2500	0.0896	0.0560
	Job completion B23	0.2826	0.3358	0.2799	0.0560	0.0448
B3 in school	Excellent performance rate B31	0.2687	0.3582	0.2649	0.0597	0.0485
	4 and 6 pass condition B32	0.2239	0.3769	0.2351	0.1231	0.0410
	Course retake condition B33	0.2575	0.3134	0.2761	0.1194	0.0336
	Repeat grade case B34	0.2836	0.3582	0.2239	0.0933	0.0784
Combined Effect B4	One-time earned degree situation B41	0.3097	0.3582	0.2201	0.0746	0.0373
	Skill Certificate pass condition B42	0.2575	0.3806	0.2575	0.0821	0.0224
	Examination for public and postgraduate entrance examination B43	0.1940	0.3358	0.3246	0.0933	0.0522
Social Practice C1	Activity participation C11	0.2612	0.3582	0.2239	0.1045	0.0522
	Construction of practice base C12	0.2201	0.3881	0.2313	0.1269	0.0360
	Practice effect C13	0.2537	0.3284	0.2761	0.1194	0.0224
Science and Technology Innovation C2	Academic papers published C21	0.2052	0.3918	0.2201	0.1194	0.0634
	Research topics, science and technology competitions C23	0.2052	0.3246	0.3097	0.1231	0.0373

As shown in table 3, the composite score of the fuzzy composite evaluation, which can be used to evaluate the overall evaluation situation, calculates the composite score value of 3.290, between "moderate" and "good". The study style of Zihuan is in the middle, between medium and good. And the evaluation score of study style is 3.290. Through the empirical study of the evaluation of the study style of Zihuan, the results show that the construction of the study style is in good condition. However, there are still some problems that need to be further improved [6].

Table 3: Overall score

Comments	Coefficient	Test value
Excellent	0.231	5
Good	0.231	4
Medium	0.231	3
General	0.207	2
Very poor	0.099	1
Predicted result Y		3.290

4. Conclusion

There are problems.

1) College students' consciousness of study style could be more vital. First, college students' understanding of mainstream ideological theories needs to be more thorough. Some college students only learn theories in the course of mainstream ideology and regard it as a way to obtain credits. Second, the study style is disturbed by lousy network information. With the rapid development of network information technology, the Internet has built a communication bridge between college students and the world. College students obtain knowledge and materials beyond books through the Internet and broaden their horizons [7]. However, some students cannot identify ulterior motives flooded in the network of materials, confused by the appearance of things. It is not easy to find the hidden value behind these messages.

2) The attractiveness and timeliness of education could be more obvious. Schools take education as a means to educate students about the style of study, ensure the ideological safety of students, and ensure running a school under socialism. However, there are still many defects. For one thing, many teachers follow traditional teaching methods, which results in the low participation of college students in learning. The primary role of college students is partially played. On the other hand, the style of learning education needs more specific content. Marxist ideology is often cut to be one-sided, and the slogan is a political concept [8]. The historical background of ideological and political theory course content differs from the time and needs to meet the reality. In addition, some fundamental issues of national conditions are not well understood. As a result, ideological education in colleges and universities is divorced from reality to set up artificial barriers with college students, inadvertently putting on a layer of Dogmatic Veil for Marxist ideology.

3) Colleges and universities should pay attention to the style of study education; colleges and universities are the primary positions to carry out the construction work of the study style in private colleges and universities. Attention to the study style determines a college student's education quality and level. Some colleges and universities still need some help in this aspect. On the one hand, some college leaders focus on the school's primary task of the employment rate of graduates and recruitment publicity, the scientific research ability and hardware facilities, and other remarkable results in the accessible quantitative works, but ignore the style of education of college students [9].

Reasons for the analysis:

1) Classroom teaching is biased toward indoctrination, and the effectiveness is low. The ideological and political theory course is the main channel and the main front of the study style of private colleges and universities, which is one of the methods that must be done well. But in the reality of ideological and political theory classroom teaching, there is still a one-way indoctrination phenomenon. The students are passively indoctrinated in a closed environment, and the information is transmitted as a "teacher-student" interactive feedback mechanism. Although this method is conducive to positive indoctrination, it is also restricted by the quality of educators and other factors, so the teacher is not persuasive, and they often produce adverse consequences such as getting half the result with less effort [10].

2) Social practice is more important than the form meaning. Social practice education is one of the ways to strengthen the construction of study styles in private colleges and universities. It is particularly important for college students to understand national conditions, form character, and strengthen social responsibility. However, over a long period, the practice in many colleges and universities is generally heavy on form and light on meaning.

3) The construction of campus culture needs to catch up, and the value system needs to be improved. Excellent campus culture, as a precious educational resource, can cultivate sentiment, purify the soul,

promote the students' world outlook, outlook on life, and values healthy shape. Currently, the construction of campus culture in colleges and universities is compared with the construction and development needs of study style in private colleges and universities, and the phenomenon of lagging is widespread. The key lies in the college for the campus culture construction does not have a clear understanding and no proper planning for its function and role in the style of learning education; people's understanding is not comprehensive, not exact, resulting in the function and role of the campus culture in the style of learning education has not been well played, the style of learning education goal has not been actively implemented.

4) The construction of college media carriers is insufficient, and the educational function is not fully played. College media is essential for constructing study style in private colleges and universities. Campus media is a part of mass media that cannot be ignored. For college students, campus media plays an essential role in the education of study style. Modern society includes newspapers, magazines, radio, television, movies and other media, the Internet, and other mass media, especially the new media forms that have grown rapidly in recent years, such as mobile phone media and media forms on the Internet, blog, microblog, and WeChat. Its interactivity and innovation give college students a world where they can grow up in step with the international community and give full play to their talents. For college students, the scope and depth of behavioral influence are increasing. On the one hand, mass media provides valuable information for college students, but it is also mixed with a large number of harmful, vulgar, and even ulterior motives. The complex and diverse reality also increases the difficulties of value choice and moral judgment for college students, and some "information garbage" will weaken and impact the original ideology of college students.

5) The professional awareness of the educational team could be stronger, and the professional quality needs to be improved. The construction of study style in private colleges and universities is the basic guarantee of doing well the construction of study style in private colleges and universities. Some colleges and universities have not paid enough attention to the construction of the team in the study style.

5. Suggestions

1) Deepen the reform of ideological and political theory courses. The subject of Marxist theory is to study Marxism as a whole, which is an integral part of the subject system of Marxism. The subject of Marxist theory is to strengthen the mainstream national ideology, promote the Party's ideological and theoretical construction, consolidate the guiding position of Marxism in college education and teaching, provide a solid disciplinary basis for college education and teaching, provide strong disciplinary support for college ideological and political theory courses, and build an important disciplinary platform for the teachers of college ideological and political theory courses. Teachers should attach importance to the ability of theoretical thinking and value judgment, improving teaching methods and arousing the enthusiasm of college students in class. In addition, teachers use innovative teaching to enhance the attractiveness and appeal of the classroom.

2) Improve the mechanism of social practice education. Change the concept, and understand the social practice education correctly. Have the courage to blaze new trails and enrich the educational forms of social practice. Social practice activities in colleges and universities are of great significance for college students to identify the right career direction and improve their competitiveness in employment.

3) Strengthen the construction of campus culture. Change the concept of campus culture construction, highlighting the importance of spiritual connotation. Activate the main body of campus culture construction, and cultivate the consciousness of joint construction of all staff. The ultimate purpose of campus culture construction is to create an atmosphere, mold the temperament, construct a healthy personality of students, and improve the overall quality of students. Campus culture plays a role in the completion of training objectives, and it determines that it is dependent on the work of a department on campus can achieve due results. In addition, it is linked with the work of the school. Therefore, strengthen the construction of campus culture, the central role of campus culture construction of school teachers and students, establish the consciousness of full co-construction, construction of full co-construction of campus culture system, senior, junior, down to every teacher and student staff, should be taken seriously, participate in the construction of campus culture.

4) Occupy the position of network construction. The government should provide an environment for online education and create a clean cyberspace. We need to enrich the meaning of network building. Regulators should emphasize the rich and colorful content of network education, catch up with The Times, consider the demands of social development and the individual development needs of college students,

and integrate the network space into the content system of education to improve network interaction and communication and students' sense of network ownership. Only societal demands based on mutual understanding and respect can be central to educational objectives. In this case, the task is often difficult. In summary, educators should take full advantage of the instantaneous interaction properties of networks to improve communication and exchange among college students and change teaching methods from unilateral indoctrination to two-way exchange.

5) Strengthen the training of teachers. The school is home to The Times' upbringing, and teachers disseminate knowledge, ideas, and truth. It has a theoretical level, a professional quality, and a teaching level that directly influences student growth. Therefore, schools should implement the teacher ethics construction mechanism to build a strong teaching team that pioneers a new era and provides guarantees. We must combine the training of socialist builders and successors with the formation of new talents in the age of national rejuvenation and educate generations of successors and successors who will struggle for national rejuvenation.

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