The Integration of Management Culture and Campus Culture Construction in Colleges and Universities

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Abstract: The management culture and campus culture of colleges and universities are the important factors that affect the quality of running a university. The management culture of colleges and universities has the same main body as the construction of campus culture, and it promotes each other in the process of construction and development. In reality, colleges and universities can improve the management level of colleges and universities by establishing or perfecting the management system, introducing or training high-quality talents, and open up the new direction of campus culture construction by studying the ideas of running schools in colleges and universities of the Party and the state, expanding new media propaganda channels and so on. Through the above-mentioned complementary role, the management culture and campus culture to achieve the integration of development.

1. Introduction

The level of teaching and education management in colleges and universities is influenced by the profound influence of campus culture, which can give birth to the high level of university management, and the high quality of university teaching and education management can guarantee the inheritance and innovation culture of colleges and universities. Therefore, in the current stage of education, the integration of university management culture and campus construction culture is a realistic demand to improve the quality of running a university, and also an important direction for the development of colleges and universities. To do a good job of the integration of the two cultures, colleges and universities need to carry out the Party's guiding principles of running colleges and universities in depth, and grasp the pulse of the times on the basis of the original culture.

2. The Necessity of the Integration and Development of University Management Culture and Campus Culture

2.1. The Two Cultures Have the Same Main Body of Construction

College management culture and campus culture have the same subject, the construction and development of the two are inseparable. First of all, the two service subjects are consistent. Compared with the administrative units and enterprises, the management culture of colleges and universities and the service main body of campus culture are all teachers and students of colleges and universities. Secondly, the two kinds of cultural construction are consistent with the fundamental purpose of development. Whether it is the construction and development of university management culture or the development of campus culture, its fundamental purpose is to train high-quality talents to meet the needs of socialist development based on the Party's guiding ideology, and to provide ideological, moral and ability successors for the construction and development of the country[1]. Finally, the starting point of the development of the two cultures is the same. In the final analysis, the management culture and campus culture of colleges and universities are the contents of culture, and their development is not based on the culture accumulated by colleges and
universities. Most of the domestic colleges and universities were created earlier, after years of development, and in the process accumulated rich university culture, the external performance of the school motto, university spirit and so on, these contents are the common basis of university management culture and campus culture, but also the soul and core of the two.

2.2. The Two Cultures Play a Complementary Role in the Process of Development

The development of management needs culture as the ideological basis, and the development of culture needs management as the direction guide, the development of the two is complementary and inseparable. Integrating the elements of campus culture into the process of university management can not only develop the education and teaching management mode with the characteristics of university culture, but also make the management close to the life of teachers and students in school, and improve the quality and efficiency of education and teaching management. Effective management guidance in the process of campus culture construction can enhance the scientific and systematic development of campus culture, and ensure that the campus culture conforms to the socialist core values, so as to prevent the campus culture from being polluted by the bad ideas in the society or the hostile forces in the west. Therefore, in reality, to ensure the healthy, rational and scientific development of the two cultures, the integration of the two development is inevitable[2]. In the course of the development of management, the university leaders can not let the management system break away from the foundation of the university culture, otherwise, the university management system will deviate from the ideological and behavioral habits of the teachers and students. In the course of the development of the campus culture, the university leaders can not let the development of the campus culture be separated from the leadership and management of the university.

2.3. The Two Cultures Complement Each Other in the Development of Colleges and Universities

Although the university management culture and campus culture have common and
complementary characteristics, they are also quite different, and play a complementary role in the overall development of colleges and universities. The management culture of colleges and universities focuses on management, which is embodied in the system thought, development direction and so on. In reality, the management contents of colleges and universities include teaching affairs, scientific research affairs, logistics affairs, etc., and rely on the management system, development plan and other contents to coordinate the various functional departments to transfer the management elements of colleges and universities in order to realize the fundamental task of training high-quality students. Management culture mainly exerts influence on the management process, management system and development direction. If the management culture of colleges and universities is more scientific and loose, then it is easier for university leaders to accept and listen to the development suggestions from teachers and students in the process of management, and the management activities of colleges and universities can be carried out in a more acceptable way by teachers and students, and achieve ideal results.[3]. Taking ideological and political education in colleges and universities as an example, the traditional ways of education are classroom, lectures and so on, while students prefer to obtain information through new media. If the leaders of colleges and universities can receive this information and open up new media ideological and political education platform scientifically and quickly, then ideological and political education can be revitalized and build a solid new position of new media thought. Campus culture focuses on practice, reflected in the spirit of teachers and students, ideological tendencies and so on. Usually, the construction of campus culture needs to exert influence on teachers and students by holding different types of activities, and finally form a campus culture with school characteristics under the influence of long time and many kinds of activities. Through the joint action of management culture and campus culture, colleges and universities can positively influence teachers and students from two aspects, and better improve the comprehensive quality of college students.

3. Strategies for the Integration and Development of University Management Culture and Campus Culture Construction

3.1. Implementing the Party's Guiding Ideology

In recent years, through meetings, documents, speeches and other ways, the party and the state have made the teaching work of colleges and universities with Chinese characteristics of school guidance, these guidance can have an important impact on the development of colleges and universities in China. Therefore, to integrate the university management culture and campus culture scientifically and reasonably, it is necessary for the leaders of colleges and universities to carry out the guiding ideology of the party, and to establish the university management culture and campus culture as the fundamental task of running a school. For example, college leaders need to attach importance to the Party's position in the process of running a school, and guide students through the construction of two cultures to stimulate students' enthusiasm for joining the Party[4]. In the aspect of management, colleges and universities first need to integrate revolutionary culture, socialist core values and other cultural contents in the management culture, and put these contents into practice in the education and teaching management work, management system, management thought, and form a management culture with socialist characteristics. With regard to the construction of campus culture, colleges and universities may, in the light of the National Day, the Army's Day and other festivals, the anniversary of the founding of the People's Republic of China, and the days of major events in history, provide guidance to all functional departments and student associations in carrying out such commemorative activities as essay-writing, film-viewing and voluntary service on these days, so as to build a campus culture of loving the country and loving the Party and serving the community. In addition, colleges and universities also need to establish or perfect the system of spiritual culture, material culture and system culture based on the Party's guiding ideology to provide the carrier for the construction of university management culture and campus culture. Referring to the development course of the top universities at home and abroad, we can find that the degree of university culture construction has an important influence on the development level of
colleges and universities, and the integration of university culture into the management system is an important way for university culture construction. The process of cultural integration into the management system is long and difficult. To do this work well, domestic colleges and universities need to adhere to the Party's guiding ideology, such as the establishment of the management system, the design and development of campus activities to integrate and practice the socialist core values.

3.2. Attaching Importance to the Building of a Contingent of Talents in Colleges and Universities

The fundamental task of colleges and universities is to train qualified and comprehensively developed talents for the country, and in the process of university development, talent is a vital factor. The management of colleges and universities and the organization and construction of campus culture all need multi-knowledge complex talents. Therefore, in order to promote the integration of university management culture and campus culture, it is necessary for colleges and universities to attach importance to the introduction and cultivation of talents, build a first-class talent team, and lay a talent foundation for the development of colleges and universities. Based on the perspective of the integration and development of university management culture and campus culture, the talent team in colleges and universities needs to develop various abilities, so as to construct a high-quality and reasonable structure talent team, and the education and teaching management and campus culture construction work in colleges and universities can be effectively implemented. For example, based on the teaching angle, the university needs to train the talented person's education ability, enables the teacher talented person to have the sufficient grasp to the education rule, the student growth rule, and can permeate the management culture and the campus culture in the teaching; based on the political angle, the university needs to cultivate the talented person's political acuity and the cultural consciousness, enables the university talented person to follow the party leadership, maintains the teaching staff's ideological position, practices the socialist core values; based on the social angle, the university needs to train the talented person's social interaction ability, enables talented person to make rational use of each aspect resources and the strength to assist the school two kinds of culture fusion development; Based on the service angle, colleges and universities need to cultivate the service ability of talents, so that the talents of colleges and universities can adhere to the service thought of "cultural people" and "people-oriented".

4. Conclusion

To sum up, the integration of university management culture and campus culture can effectively improve the level of education and teaching management and promote the development of the quality of colleges and universities. To do a good job in the integration and development of the two cultures, it is necessary for colleges and universities to carry out the Party's guiding ideology and educational policy in carrying out their work, to establish the correct direction of running schools in colleges and universities, to perfect the system construction of various cultures and management in
colleges and universities, and to do a good job in the training of complex talents.

References


