

Theory and Practice of University Management Education in the New Era

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Abstract: With the entry of tertiary education into a new era, the management and education work in universities is facing new challenges and opportunities. How to scientifically assess the effect of management and education has become an important issue in the development of universities. Firstly, this article expounds the importance of the assessment of management education effect, and puts forward a multi-dimensional, qualitative and quantitative assessment method, aiming at comprehensively collecting information about student satisfaction, faculty participation, and the improvement of students' comprehensive quality. Through case analysis, this article analyzes in detail the specific practice of management and education in a university, and also discusses the strategy of continuous improvement and optimization. The research results show that the quality and efficiency of management education in universities can be effectively improved through scientific effect assessment methods and continuous improvement and optimization strategies. The conclusion of this article has certain theoretical and practical significance for guiding universities to scientifically assess the effect of management education and promoting the sustainable development and innovation of management education in universities.

1. Introduction

Management education in universities refers to the process of promoting students' all-round development and achieving educational goals through scientific, standardized and humanistic management methods and means in the tertiary education environment [1]. It emphasizes the integration of educational ideas into the management process, and influences and promotes students' growth through management activities, making them become high-quality talents with social responsibility, innovative spirit and practical ability [2].

In the new era, tertiary education bears the important task of cultivating high-quality talents for the country [3]. As an educational concept and practice, college management education aims to promote students' all-round development through scientific, standardized and humanistic management methods and means [4]. With the rapid development of society and the deepening of the reform of tertiary education, the traditional management mode of universities has been difficult to fully meet the needs of talent training in the new era. Therefore, it is of great significance to discuss the theory and practice of college management education in the new era for improving the quality of tertiary education and cultivating innovative talents [5-6].

The purpose of this study is to analyze the current situation, challenges and development trend of management education in universities in the new era, and to explore the management education mode and strategy that is more in line with the requirements of the times, in order to provide useful reference for the reform of tertiary education.

2. The theoretical basis of management education in universities in the new era

The theoretical basis of management education mainly includes the following aspects:

People-oriented management theory: It emphasizes that people should be respected, cared for, cultivated, motivated and developed in the management process, so as to realize the all-round development of people.

Organizational Behavior Theory: The goal is to study the laws of people's behavior and psychological activities in an organization in order to improve management efficiency.

Educational psychology theory: The research will explore the relationship between education and psychological development, and provide psychological basis and support for management and education [7]. Together, these theories constitute the theoretical basis of college management education in the new era, which provides a strong theoretical support for the in-depth development of this study.

The remarkable characteristics of management education in universities in the new era are shown in Table 1:

Table 1 Remarkable characteristics of college management education in the new era

Characteristic	Characteristic description
Human nature	Taking students as the center, paying attention to the all-round development of students and emphasizing the humanization and personalization of management.
Scientificity	Use modern management theories and methods to realize scientific, standardized and refined management.
Novelty	Constantly explore and innovate management means and methods to meet the needs of talent training in the new era.
Practicalness	Pay attention to the combination of theory and practice, and improve students' comprehensive quality and ability through practical activities.

3. An analysis of the present situation of college management and education in the new era

3.1. The current implementation of management education in universities

At present, many universities have begun to attach importance to and practice the concept of management education, and strive to create an environment conducive to students' growth by improving the student management system, optimizing the student service system, and strengthening the construction of counselors and class teachers [8]. Some universities have also actively explored a new mode of combining management education with curriculum teaching and social practice, and achieved certain results. However, due to the different specific conditions and development levels of universities, the implementation of management education is also different. Some universities still have some problems and deficiencies in management and education, such as outdated management concepts, single management means and imperfect management system [9].

3.2. Challenges faced by management education in universities

Management and education in universities are facing many challenges. With the rapid development of society and the popularization of tertiary education, students' ideas, values and behaviors are changing, which puts forward new requirements for college management and education [10]. The expansion of enrollment in universities and the unbalanced distribution of educational resources make it more difficult to manage and educate people. The proliferation of network information and the popularity of social media have also brought new challenges to the management and education of universities. How to guide students to use network resources correctly and establish a correct network concept has become an urgent problem to be solved.

4. Strategies and methods of managing and educating people in universities in the new era

4.1. Establish a people-oriented management concept

The core idea of managing and educating people in universities in the new era should be people-oriented. Universities should always regard students as the main body of management and education, pay attention to their all-round development, respect their individuality and differences, and provide personalized education services. At the same time, universities should actively guide students to participate in the management process and cultivate students' self-management ability and social responsibility.

4.2. Building a scientific management system

Constructing a scientific management system is an important guarantee for managing and educating people in universities. Universities should establish a perfect student management system and service system, clarify the responsibilities and powers of managers at all levels, and ensure the standardization and refinement of management. In addition, universities should also strengthen the training and education of managers, improve their management level and professionalism, and provide better services for students.

4.3. Innovating management means and improving management efficiency

With the rapid development of information technology, universities should actively use modern scientific and technological means to innovate management methods and improve management efficiency. For example, by establishing a student information management system and using big data analysis technology, students' information can be fully controlled and accurately analyzed, providing scientific basis for management decisions. Universities can also use social media and other online platforms to strengthen interaction and communication with students, keep abreast of students' needs and feedback, and constantly improve management.

4.4. Create a good educational environment

A good educational environment is very important for the management and education of universities. Universities should pay attention to the construction of campus culture and create a positive campus atmosphere by carrying out colorful campus cultural activities and social practice activities. Universities should also strengthen contact and cooperation with society, provide more practical opportunities and employment channels for students, and help students better integrate into society and realize their self-worth.

5. Strategies and suggestions for educating people through management in universities in the new era

5.1. Establish the concept of all-round education for all employees in the whole process

In the new era, universities should establish the concept of all-round education for all staff, encourage all staff to participate, pay attention to students' all-round development, not only improve their knowledge level, but also cultivate their moral quality and practical ability. By establishing this comprehensive concept of educating people, universities can provide students with better educational services and promote the overall improvement of students' comprehensive quality.

5.2. Strengthen the construction of teachers' morality and style, and improve the ability of teaching staff to educate people

Universities should strengthen the construction of teachers' morality, improve teachers' professional ethics and moral quality, and provide training and development opportunities to improve teachers' professional quality and educational ability. This can not only improve the teaching level, but also set a good example for students and promote their all-round development.

5.3. Improve the management system and build a harmonious educational environment

A perfect management system is an important guarantee for managing and educating people in universities. Universities should formulate a scientific and reasonable management system, clarify various management responsibilities and work processes, and ensure the orderly progress of education and teaching. Universities should also pay attention to building a harmonious educational environment and provide students with a safe, comfortable and positive learning atmosphere. By strengthening the construction of campus culture, improving teaching facilities and optimizing curriculum, universities can create an educational environment suitable for students' growth and development.

5.4. Innovating the way of educating people and promoting students' all-round development

In the new era, universities need to innovate educational methods to adapt to social development and students' needs. We can explore new teaching modes such as project-based learning and situational teaching to stimulate students' interest. At the same time, the school pays attention to cultivating innovative spirit and practical ability, and encourages students to participate in scientific research, social practice, and other activities in order to promote all-round development and cultivate high-quality talents.

6. The implementation path of college management education in the new era

6.1. Construct a systematic management and education system

It is very important for universities to construct a systematic management and education system, including clear management objectives, scientific management methods and effective assessment mechanisms. Universities should carry out management work around the goal of educating people, adopt scientific methods such as information management and project management to improve efficiency, establish an effective assessment mechanism, and regularly assess and improve the effect of educating people.

6.2. Strengthen the organization and coordination of management and education

Strengthening the organization and coordination of management education is the key to ensure the smooth progress of management education in universities. Universities should set up a special leading group or committee for management and education, which is responsible for overall planning and coordinating the work among departments. Universities should also strengthen communication and cooperation between departments to ensure that all management and education measures are effectively implemented. In addition, universities should actively cooperate and communicate with all walks of life to jointly promote the development of management and education.

6.3. Integrate resources inside and outside the school to form a joint force for educating people

Integrating resources inside and outside the school is an important way to improve the effect of university management and education. Universities should actively explore and use various resources inside and outside the school, such as enterprises, communities and cultural institutions, to provide strong support for management and education. Through school-enterprise cooperation and Industry-University-Research combination, universities can provide more practical opportunities and career development resources for students. Universities should also strengthen contact and communication with society, understand the changes of social needs and adjust the direction and focus of management and education in time.

6.4. Establish a scientific assessment and incentive mechanism

Establishing scientific assessment and incentive mechanism is the key to promote the development of management and education in universities. Universities need to formulate reasonable assessment criteria, covering academic performance, comprehensive quality and social assessment, so as to comprehensively assess the educational effect. At the same time, we should stimulate the enthusiasm and creativity of faculty and staff through incentive mechanisms such as reward system and career development opportunities.

7. Assessment of the effect of college management education in the new era

7.1. Case analysis of management education practice

In the new era, the assessment of management education effect in universities adopts multi-dimensional, qualitative and quantitative methods, including questionnaires, interviews,

observation and data analysis, in order to comprehensively collect information such as student satisfaction, employee participation and improvement of students' quality. The assessment indicators cover academic work, social responsibility, practical innovation ability, employee education ability and campus culture construction. In this article, a university which has made remarkable achievements in management and education is selected as a case, and its educational philosophy, management strategy, practical activities and effectiveness assessment are analyzed in detail, and the index data of management and education effectiveness are analyzed (as shown in Table 2).

Table 2 Index data of management and education effectiveness in universities

Assessment index	Assessment data/description
Improvement of students' academic performance	The average GPA increased by 0.25 points.
Participation in social practice activities	The proportion of participating students increased by 30%.
Output of scientific research achievements	The number of students' scientific research projects increased by 40%, and the quality was obviously improved.
Students' sense of social responsibility and moral quality	The length of volunteer service increased by 50%, and the sense of social responsibility was significantly enhanced.
Educational ability and participation of faculty and staff	The proportion of faculty and staff participating in educational activities has increased to 85%.
The Construction Effect of Campus Culture	In the student satisfaction survey, the score of campus cultural atmosphere increased by 20%.
Students' Practice and Innovation Ability Improvement	The number of students' innovative and entrepreneurial projects increased by 60%, and many achievements were patented.

Through the analysis, we can sum up the key factors of the school's success, as well as the experiences and practices worthy of learning in other universities.

7.2. Strategies for continuous improvement and optimization

Based on the results of effect assessment, universities can formulate strategies for continuous improvement and optimization. These strategies should include specific improvement measures for the problems and deficiencies found in the assessment, as well as innovative attempts to further enhance the effect of management education. For example, in order to promote the all-round development of students, universities can enrich the forms and contents of practical education, strengthen cooperation with enterprises and communities, and provide more practical platforms for students.

8. Conclusions

Through in-depth research on the theory and practice of college management education in the new era, this study draws the following main findings: (1) College management education is of great significance for improving students' comprehensive quality and promoting their all-round development; The key to improve the educational effect of university management is to establish the all-round educational concept of all staff, strengthen the construction of teachers' morality and style, improve the management system and innovate educational methods. Through scientific effect assessment methods and continuous improvement and optimization strategies, we can promote the continuous development and perfection of management and education in universities.

In the future, college management and education will continue to face new challenges and opportunities. With the rapid development of society and the continuous progress of technology, universities need to innovate the ideas and methods of management and education to meet the needs of the new era. This article holds that the development trend of management education in universities in the future may include the following aspects: paying more attention to the individualized development of students, strengthening interdisciplinary and interdisciplinary cooperation in education, and using information technology to improve the efficiency and effect of

management education.

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