

# The Application of "People Oriented" Concept in Higher Education Management

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**Abstract:** Colleges and universities are the cradle of cultivating talents. At present, there are still some problems in the educational management system of colleges and universities in China. The role of "people-oriented" concept in higher education management system. The application of the management system highlights the position of the "people-oriented" concept in the educational management of colleges and universities.

**Keywords:** People oriented, Higher education, Management system, Application.

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## 1. Introduction

The concept of "people-oriented" has a long history not only in China, but also abroad. The concept of "people-oriented" in China comes from traditional culture, which is broad and far-reaching. It is an interpretation of the universe, nature, society and life.

The earliest work in China to put forward the "people-oriented" view is Guanzi Batai, which is mainly aimed at the monarch's achievements. The idea of "people first" is in Confucianism and Taoism. They are all involved in the works, mainly reflecting the value of human beings. Marx's "humanism" is embodied in his theory of "fully realizing people's free development". The western "people-oriented view" in the specific practical management is mainly manifested in perfecting the labor system, paying attention to the personal development of employees, cultivating the spirit of unity and cooperation of employees, paying attention to emotional investment, improving flexible leadership, and so on. At present, the specific forms of "humanism" in western enterprises include employee training system, post sharing system, job rotation system, reward system, participation in enterprise decision-making system and so on.

## 2. The Role of Application of "People Oriented" Concept in the Educational Management System of Colleges and Universities

For colleges and universities, the main body of all management is the students, "people-oriented" "Ben" is to take students as the center of work. All educational management focusing on students, the ultimate goal of the work is to cultivate all-round development Students of. At present, with the continuous development of the world, more and more ideas are rushed Hitting the public, the educational management of colleges and universities should also be gradually updated, "people-oriented"

### 2.1. Important Conditions for Strengthening the Talent Strategy

Colleges and universities are the cradle of cultivating talents and an important base for China to implement the strategy of strengthening the country. The first thing to do in

cultivating and developing talents is to respect and cherish them. Adhering to the concept of "people-oriented" for talents is the need of the development of the times, an important condition for strengthening the talent strategy, and the need for the progress of human society. The task of colleges and universities is to provide the society with talents that meet the needs of social development. Therefore, colleges and universities should implement the concept of "people-oriented", cultivate the all-round development of students, and pay attention to the development of students' creativity and subjective initiative. What the society needs is dynamic talents, not "learning tyrants" with only book knowledge, which reflects the vital role of the "people-oriented" concept in the talent strategy of strengthening China.

### 2.2. Specific Requirements for Training Qualified Talents

With the continuous development of the times, a variety of ideas affect the thinking of college students, making the value orientation and life pursuit of college students have changed. Some students have negative thoughts, such as negative learning mood, not participating in collective activities, weak sense of cooperation, paying more attention to personal interests, unwilling to join the society, and so on. The educational concept of "people-oriented" is the specific requirement for cultivating qualified talents required by the society. Students should be trained into qualified talents who are positive, love the collective, willing to help others, creative and energetic. In addition, we must strengthen the education of students' professional knowledge and ideological quality, so that students can apply what they have learned, and the educational purpose of colleges and universities can be truly realized.

## 3. The Current Situation of the "People-oriented" Concept in the Educational Management System of Colleges and Universities

The starting point and final destination of school education management is students. The "people-oriented" education management is an important part of school work.

2.1 the current education in China emphasizes that students are the main body of education and students are people with

ideas. Therefore, in the process of education, we should pay attention to the cultivation of students' independence. We should not only instill knowledge, but also let students give full play to their creativity and imagination, and cultivate students to establish a correct outlook on life, world outlook and values. At present, the education management of colleges and universities in China lacks "humanistic spirit" in the cultivation of students, which is mainly reflected in the following points.

### **3.1. Pay Attention to the Educational Management Role of Teachers and Ignore "Student-centered"**

At present, most colleges and universities do not fully understand the meaning of "people-oriented" in education management, and think that "people" refers to teachers, and do not recognize the position of students. Many schools think that teachers' teaching work is the whole content of the whole school work, and only pay attention to teachers' education. For students, teachers' teaching is a part of learning. To complete the teaching task, teachers not only need to explain and impart knowledge thoroughly, but also need students to truly understand and master knowledge and skills through their own hard work. In the education and teaching of colleges and universities, we only pay attention to the status of teachers, and fundamentally misunderstand the purpose of education. Paying attention to the dominant position of teachers and neglecting the participation of students will make higher education dull and boring, and the final educational results will be disappointing. At present, all major universities have formulated unified teaching standards, without considering the differences of students from the actual situation. This phenomenon leads to the deviation between teachers' teaching and students' learning, and students' advantages can not be brought into play, but gradually lost in this educational model.

### **3.2. Unitary "People-oriented" Educational Management Mode**

First, the lack of training students' subjective initiative. At present, most colleges and universities do not have a correct understanding of the status of students in educational management. They only regard students as educatees, and some even regard students as containers for receiving knowledge. This wrong and one-sided educational management thought does not pay attention to students' subjective initiative, restricts students' ideological activity, and ignores students' ability to judge knowledge and skills. This is the reason why many students do not have their own ideas and only blindly follow the crowd. The students cultivated under this educational management mode have no ability to distinguish right from wrong, nor can they make a reasonable evaluation of themselves. They are easy to be bewitched by others. This is the reason for the popular saying of "high score but low ability" in recent years. This is not a talent that the society needs, and it brings trouble to the society to a certain extent. The educational management method that ignores the "people-oriented" concept can not meet the students' inner needs. They will feel that they have no sense of existence in the school and can not feel the warmth of the school. After stepping into the society, they will lack a sense of social responsibility. It pays attention to the cultivation of students' subjective initiative and their right to choose, which not only reflects the respect for students, but

also cultivates students' feelings for the school from the side. Second, the lack of various forms of extracurricular practice. Nowadays, the evaluation of the success of colleges and universities is often based on the strength of teachers and the rate of postgraduate entrance examination of students. These successes are only the success of knowledge teaching. What society needs is not only the mastery of students' knowledge and skills, but also the all-round development of students' quality. Only have knowledge and skill reserves Students, unable to contribute to society. Therefore, schools should not only pay attention to the learning of students' knowledge and skills, but also cultivate students' all-round development. To achieve the all-round development of students, it is not enough to rely on classroom teaching. Students should be encouraged to enter the society to exercise themselves. Primary and secondary schools in China often measure students by scores, and the cultivation of students' ability is almost zero. The university stage is the key period for students to exercise their own abilities, and colleges and universities should attach great importance to it. At present, most college teachers believe that students' practice in society is not serious work, and they believe that this will delay their study. This kind of thought makes students lose the opportunity to cultivate their own ability, does not meet the needs of social development, and also violates the law of students' benign development.

Third, the lack of scientific "people-oriented". At present, there is a general phenomenon that educational management deviates from teaching work in most colleges and universities. Many teachers mistakenly understand education management and think that doing a good job of teachers is to complete education management. Teachers' misunderstanding leads to students' failure to obtain scientific education. In the eyes of students, teachers' speech and behavior will have a far-reaching impact on students. It is a teacher's dereliction of duty as well as a student's loss that a teacher cannot give a comprehensive education to students during his university stay. The United States has done a reasonable job in this regard. The educational content of American colleges and universities includes teaching, scientific research and service. Among them, the most important item is service. For students' problems and troubles, not only behavioral guidance but also psychological guidance should be provided. This can help students point out the direction, and students will not lose themselves because of wrong choices. As far as the current educational management of colleges and universities in China is concerned, there is a lack of scientific "people-oriented" care, which needs to be improved.

## **4. Application of "People Oriented" Concept in Higher Education Management**

The concept of "people-oriented" plays an important role in the educational management system of colleges and universities in China. It embodies the value of modern education. Over the years, colleges and universities have adhered to the educational concept of "people-oriented", striving to cultivate talents with all-round development, paying attention to students' subjectivity and selective power in educational management, and striving to realize students' autonomous learning, autonomous participation in various activities and independent innovation activities. Only by

putting the "people-oriented" concept into the education management of students can we truly realize the value of higher education and cultivate qualified talents needed by the society. First, innovation should be carried out in the educational management of colleges and universities. Colleges and universities in China should conform to the development of the times and society in education management. Only through continuous reform and innovation can they not be eliminated. Many new cases in the process of educational management in Colleges and universities embody the concept of "people-oriented", such as no invigilator. Nowadays, the society pays attention to honesty, which plays an increasingly important role in people's quality. In order to cultivate students' integrity, the school has set up a new way of unattended invigilation. In the process of carrying out unattended invigilation, praise the classes with good performance and criticize the classes with bad performance. College students tested their integrity in the process of no invigilation, which is a process of moral practice. College students have grown up in this process. It is of far-reaching significance for colleges and universities to establish the educational management concept of "people-oriented" to cultivate students' good quality and self-discipline and integrity awareness. Second, we should strengthen employment guidance for graduates. What do students study in Colleges and universities for? What do students do after graduation? In recent years, the saying "unemployment after graduation" has become popular among graduates. At present, the understanding of employment guidance in Colleges and universities in China is not clear enough. Many colleges and universities only provide employment guidance to graduates. In fact, colleges and universities should provide employment guidance to students on campus. The help to students' employment guidance fully reflects the concept of "people-oriented". Employment guidance is a systematic work, which includes many aspects, such as providing employment information, educating and guiding students' employment, helping students design career plans, etc. Employment guidance helps students get through the confused period of graduation and guides them to get employed smoothly. In order to strengthen the employment guidance for students, many schools take it as an important part of school work. Employment guidance runs through all the work of schools. Help students collect, sort out and transmit various employment information, strive to build an employment market for students and help students find jobs. The school offers various employment lectures, entrepreneur exchange meetings, entrepreneurship meetings, etc. to help students establish a correct view of employment. Third, carry out social practice activities. After graduation, college students have to step into the society. What they lack most is social practice. Society is a big stage, people who can dance well can always exist, and people who can't dance well may be eliminated soon. To carry out the educational management of "people-oriented" concept in Colleges and universities, it is necessary to provide students with opportunities for social practice. At present, many colleges and universities bring social practice into normal education and teaching, and include social practice in various evaluation activities, such as the evaluation of scholarships, the recommendation of insurance and research personnel, and so on. Colleges and universities also cooperate with many enterprises to help students enter the society to carry out practical activities and cultivate students' ability to develop in an all-round way.

Fourth, respect students' dominant position. Students are the subjects of bilateral teaching activities and the recipients of teaching content. During teaching activities, students should fully respect their subject status, treat them as a complete person, believe in their subjective initiative, and not as passive recipients of learning content. Students come with ideas in the learning process, and their learning process is also based on the original knowledge. The result of learning is to rebuild the internal cognitive structure. In terms of teaching content, teachers and students are in a relationship of giving and receiving, but in terms of teaching structure, they belong to a cooperative relationship. They have equal status. Teachers and students should respect and understand each other. Fifth, be good at communicating with students. Understanding students is the premise of teaching. The most effective and simple way to understand students is to communicate with students. Students' mental characteristics and learning experience are important factors that affect teaching. Only when students have a preliminary understanding can they choose teaching methods and tools with a clear aim. With the development of the times, the psychological health problems of college students have become increasingly prominent. To understand the psychological dynamics of students, only educators can find problems through observation, interview and other methods. Timely and effective communication is the main means to solve students' psychological problems. Sixth, give full play to students' subjective initiative. College students enter Before class, students don't come in empty headed, but after basic education and senior high school education, and with a certain knowledge reserve, they enter the University. College students choose their major direction, use the original cognitive content and structure to understand new knowledge, and build new professional cognition. This process is the internalization of students' learning knowledge, and students' subjective initiative plays a role. When students construct new knowledge, they can first choose the learning subjects, then selectively memorize the learning contents, and then choose the learning methods, which are completed by students under subjective consciousness. In teaching, the discussion method, discussion method, reading guidance method and visiting method are all based on the initiative of students' cognition to develop students' cognition. The core is to let students actively build a knowledge system through self-education, so as to form professional expertise.

## 5. Conclusion

To sum up, with the changes of the times, the teaching tasks of colleges and universities in China show a trend of diversified development, and the teaching objects also show a trend of complexity, multi-level and internationalization. Colleges and universities should adhere to the educational concept of "people-oriented" and aim at cultivating compound talents with professional qualities, so as to contribute to the society and promote social development.

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