

Theoretical Research on the Management of College Students from the Perspective of New Public Management Theory

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Abstract: Theoretical research on the management of the college students from the perspective of new public management theory is studied in this paper. Students are the main force of social development. They are the successors to the vigorous development of the Party and the country. Therefore, college students should develop good study and living habits, lay a good foundation for the future development of students, and make the main goals of our higher education and historical responsibility. New public management, as a new management model, is the result of the interaction between the theoretical crisis and the reality of the traditional administrative management model. In the process of the policy formulation and implementation, this paper proposes the novel suggestions for the efficient guiding and the suggestions are provided.

Keywords: New public management theory; theoretical research; college students; general management

1. INTRODUCTION

School management is a serious and meticulous work, which can pay attention to and correct the behavior of the students, influence and guide the future of students. At the current stage, big data has played an important role in the process of the informatization construction of college student management. Teachers of college student management should be good at the analysis of various kinds of data, make full use of big data, properly standardize the amount of the data processing, and promote the diversification and innovation of information processing in the era of big data.

From the recent studies, the student management can be understood from the following aspects.

(1) Simply put, the setting and development of student management goals should focus on the management goals of the school system. This also means that there is a very close relationship between collective goals and individual goals. While achieving mutual cooperation, it is necessary to strengthen management coordination and intervention, and promote collective and also the harmonious cooperation. The realization of individual goals will improve the level and quality of college student management.

(2) In the actual process of the informatization construction, traditional management concepts should be changed, and product design and development should be carried out from the perspective of the actual needs of students. This will ensure a high degree of fit between the core functions of the product and the actual needs of students, so as to improve system utilization.

(3) We must follow the principle of the "student-centered" management. All management behaviors and management concepts should follow the actual needs of students. We should not only pay attention to students' daily learning, but also pay attention to students' living conditions, and make full use of the powerful analytical capabilities of big data, in-depth analysis and researching the inner demands and voices of the students.

In the following section, the details will be discussed and to begin with, the Figure 1 shows the students' time arrangement statistics.

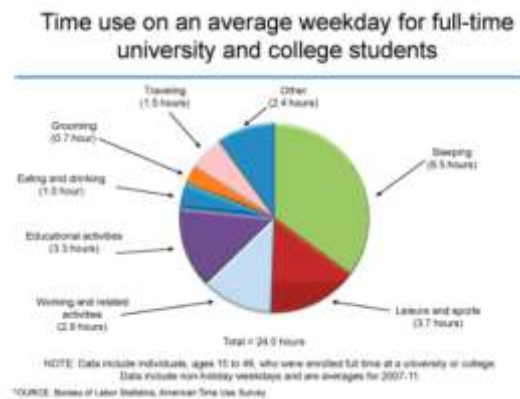


Figure. 1 The Students' Time Arrangement Statistics (Figure from: <https://www.pinterest.com/pin/time-management--281543699422941/>)

2. THE PROPOSED METHODOLOGY

2.1 The New Public Management Theory

New public management, as a new management model, is the result of the interaction between the theoretical crisis and the reality of the traditional administrative management model. In the process of the policy formulation and implementation, the new public management theory adopts a rational approach to emphasize the role of strategic management in government operations.

It further reorganizes organizational design, divides policy formulation and also management operations, and establishes responsible administrative units to provide services. As the main idea of strengthening management, the way and method of new public management emphasizes flexibility and strengthening cooperation and mutual benefit among various departments. At the same time, emphasizing the specialization of management, employing professional managers can make

management more scientific; emphasizing the transformation of the relationship between the manager, the managed and the management field, that is, the management of the public sector must handle the relationship between the manager and the managed. It is also necessary to handle the relationship between the internal departments of the manager.

Then, we should refer the following aspects:

(1) The traditional government management environment is accustomed to relying on the existing rules and regulations. Government leaders and cadres control subordinates superficially and do not pay attention to results. The standard for evaluation of the employees is their compliance with the current rules and regulations, not their service to the government and the people.

(2) Realizing the transformation of the government from administration to service, improving the administrative efficiency and quality of government, making the government system more flexible, and generating better economic and social benefits in serving the public are the basic concepts of the new public management function.

(3) New public management should be "people-oriented", emphasizing the core position of natural persons, respecting and meeting the demands of the public, and striving to provide them with excellent services.

2.2 The Several Suggestions for Management of College Students

The basic responsibility of the colleges and universities is to provide certain training for the professional skills of college students, to cultivate the social skills of college students for the entry into society in the future, so that college students can make certain contributions to society and others through their own abilities. Hence, we provide the following suggestions:

(1) In the actual student management work, relevant personnel can also use the campus internal network to conduct real-time tracking and communication, grasp the latest ideological and behavioral trends of the students, ensure that hot issues in the school can be effectively paid attention to, and guide public opinion on emergencies and public opinion control, so as to ensure the stability of the internal environment of the school.

(2) Colleges and universities should carefully analyze and accurately grasp the current situation of each student, and compare with the overall goals set by the school to clarify the gap between the actual situation of students and the target requirements, find out the reasons, formulate countermeasures, and point out the direction for the students to optimize and achieve personal management goals.

(3) In practice, colleges and universities can scientifically formulate student management goals according to their own talent training plans and specific implementation conditions, so as to achieve the goals of optimizing school spirit and style of study, maintaining good campus order, and improving school quality.

3. CONCLUSION

Theoretical research on the management of college students from the perspective of new public management theory is studied in this paper. Student management work has a profound impact on college education and student development, and is related to whether the goal of educating

people in the colleges and universities can be successfully achieved. Therefore, colleges and universities should integrate goal management into the management of college students, and through the formulation of realistic management goals. In this paper, the new ideas are provided and in the future, we will apply this into the real scenarios.

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