

On the Application of Soft Management Mode in Colleges and Universities' Teaching Management

Liu Xueping

Engineering Training Center
Shenyang Aerospace University
Shenyang City, China

Abstract-With the progress of the society and the development of colleges and universities, many new situations and problems have emerged in colleges and universities' student management and college students' thoughts also develop towards a trend of diversification with the social development. As students have different personalities while employment ways and situations are changing, all these require that colleges and universities can no longer merely rely on systematic restriction and stipulations of regulations and decrees in management, and soft management mode should also be added in colleges and universities' teaching management to promote improving the quality of colleges and universities' teaching management. This paper mainly discusses how the student management department in colleges and universities should good a good job in soft management over students so as to provide reference for the development of colleges and universities.

Keywords-College and university management; Soft management; Management mode; Innovation; Application

I. INTRODUCTION

Management is an important link to promote the development of schools and the basis to guarantee the smooth process of education with strong practical significance to the development of education. Student education and management in colleges and universities is an important part in the entire management of colleges and universities with its educational effects severely influencing the development of colleges and universities. With the social and economic progress as well as the improvement of science and technology in the entire society, many new changes take place in students' thoughts and behaviors, which also poses many new problems to student management in colleges and universities. During the teaching and management process of colleges and universities, the application of soft management mode is receiving more and more attention from college teachers as it has vitally important practical significance to improve class efficiency and the entire management quality. In the daily management and class teaching of colleges and universities, in order to achieve good results in both management and teaching, atmosphere is very significant as it will greatly influence the improvement of management quality and teaching efficiency. Only when teachers get to know use soft management can a harmonious and healthy atmosphere be created, and with a good management atmosphere and

teaching atmosphere, students' interest in learning will be motivated, their consciousness of self-management can be improved and communication between students and teachers can reach a better stage, thus facilitating establishing emotional relationship between students and teachers and bringing a lot of convenience to teaching and management. Unconsciously, teaching quality will be improved, and management will become smoother.

II. DEFINITION OF SOFT MANAGEMENT MODEL

The so-called soft management mode refers to stipulating students' enthusiasm in learning and awareness of self-management through arousing their emotions during the process of teaching management. Meanwhile, during the process of management, more emotional and perceptual management contents than previous institutional management, political restriction and provisions are added to improve the relationship between teachers and students and make them get closer to and more harmonious with each other. Guide students through the management of the relevant content of the questions and summary and speculation, to participate in the ranks of self management, and then through the control of their own to share their harvest, so as to enhance the students' self management enthusiasm, deepen the students' emotional, and gradually the emotional and practical management content, and to improve the emotional education of students at the same time to achieve the purpose of improving teaching management.

Soft management mode is mainly through the students' emotional mobilization to cultivate students' subjective initiative, the emotional motivation, so that students have the opportunity to fully display their hearts, and become passive to active, to participate in the management. Soft management mode reflects the innovation of modern management mode, and also shows the teacher's love and responsibility, through the truth to the students, and the students to communicate, to the teaching management atmosphere, to improve the effectiveness of teaching management.

III. IMPORTANT SIGNIFICANCE OF SOFT MANAGEMENT IN COLLEGES AND UNIVERSITIES' TEACHING MANAGEMENT

A. *Soft Management Helps to Stimulate Students' Enthusiasm in Self-Management*

In the teaching management, the use of soft management mode is conducive to stimulate and encourage students, so that students have the motivation of self management and self learning, teachers through the infiltration and injection to induce students' behavior for the purpose of students through this kind of emotional stimulation to produce spontaneous internal dynamic force, spontaneous efforts towards the goal. Specifically speaking, it is to mobilize the enthusiasm of students, in the use of soft management mode, teachers can also use praise and evaluation of emotional mechanism method, for students to establish self-confidence, stimulate students' subjective initiative, in the process, can lead to the competition between students, and play a great role in the exchange of teachers and students, is conducive to create a good teaching management atmosphere.

Under the old teaching management mode, only focus on the university management department and the university teachers as the dominant teaching management mode, students are in passive position, therefore, easy to produce management department and students in the opposite state, new period, facing new problems, the university management department also should reform management ideas, fully mobilize the students' self-management consciousness, let students into the management, change the original passive situation. The management mode of students' self management, which makes the students master the initiative, as the management and the management, strengthens the enthusiasm of self management, which is beneficial to the students' ability of self restriction and self control. Soft management mode requires teachers in the teaching management process to take care of students as the basis, the use of emotion as the basic means, to treat every student equally, to fully show their love for all students, do not have a preference for psychology, especially the performance of some of the more backward students in their progress in time to encourage and praise, so as to enhance their self-confidence and self-esteem. Improve students' self management enthusiasm, so as to effectively improve the effectiveness of management.

B. *Soft Management Mode Facilitates College Students to Improve Their Personality and Enhance Their Self-Confidence*

Soft management mode is conducive to the students in the process of participating in the teaching management to improve the psychological quality, improve the personality, and enhance self-confidence. The application of soft management mode in the teaching management can not only be reflected by the injection of a kind of management, the process of teaching management can be improved by the students' management consciousness and management quality. Only the ability of self restraint and management, to achieve greater success in the future social life, in the University, the use of soft management mode, the university students have a platform to improve the psychological quality of college students, develop a

good positive attitude, for the future into the community, to participate in social practice, lay a solid foundation. Through the soft management model, the emotion of the injection not only makes the students enhance their awareness of self management, but also enhance their self-confidence, so that it has more achievements in the future social life.

C. *Soft Management Model Facilitates to Improve the Relationship between Teachers and Students and Promote Forming a Harmonious Atmosphere*

Soft management mode is conducive to improve the teaching management atmosphere, and promote the interaction between teachers and students. The soft management mode can make the teachers in the process of the students, the management of students, and the interaction between teachers and students, good teaching management atmosphere can guarantee the successful completion of the teaching management objectives. Good teaching management psychological environment refers to the harmonious relationship between teachers and students, only the students fully realize the importance of self management, participation in management, students' enthusiasm to be fully mobilize, only the real love of teachers, love their students, teachers' teaching enthusiasm can be completely released. Therefore, teachers in the teaching process must be with a sincere love of the students' heart to carry out teaching management, understanding and respect for students, mutual cooperation, mutual trust, shorten the distance between teachers and students, teaching management atmosphere becomes harmonious, teaching management environment has become relaxed, at the same time, teachers also teach students how to carry out the emotional exchange between teachers and students.

IV. SPECIFIC MEASURES TO REALIZE SOFT MANAGEMENT MODE IN COLLEGES AND UNIVERSITIES

A. *Improve the Quality of Teaching and Managing Staffs*

Excellent high quality students teaching management team, for the implementation of the soft management mode of students in Colleges and universities, and the management of the work carried out smoothly. At this stage, the teaching management personnel in Colleges and universities have not experienced professional training, so that their own quality is low, therefore, the application of soft management mode is in the primary stage. A lot of ideological and educational work is to take part-time job, so we must pay more attention to the construction of the team of higher education. From the development of the training, personnel system, to strengthen the professional knowledge and skills of counselors, the student management work of innovation and the application of soft management mode to lay a solid foundation.

B. *Promote the Development of Soft Management Model with High-tech Means and by Establishing Network Management System*

The application of high-tech information is an important means to guarantee the effective and successful application of soft management mode in college student teaching management. Due to the super timeliness as well as students' curiosity of and reliance on the new thing network, network information tools play a very important role in the college student teaching and management work. Use campus BBS and campus network and other modern teaching management methods, so that students have a simple model to have equal rights, to achieve efficient communication and interaction between teachers and students.

With the rapid development of science and technology and the wide application of the Internet, network management has already been used in various aspects in the social life and become an important means for campus management. Colleges and universities should also actively use new technology to innovate the management of students. It is easier for new things to be accepted by students, so college counselors should fully follow the development of times to manage students with the Internet. Firstly, establish and perfect electronic information and files to promote the close contact between college counselors and students and timely get to know and master the specific thoughts of each student. Secondly, establish the network platform and create a positive and progressive network public opinion environment, which is conducive to correctly guide students' thoughts. Thirdly, use the Internet to conduct political education. Read various domestic and foreign hot topics about political education for students and absorb and learn from advanced foreign regulations and systems to enhance understanding. Fourthly, rely on the network to establish a platform for communication and exchange and carry out targeted psychological counseling according to students' ideological trends as well as establish a bridge for communication between students and counselors as well as parents and counselors, which is facilitate to the contact and communication between students, colleges and parents and effectively promoting innovation of student management.

It is easier for this brand new management model to be accepted by students compared with old management models, and can also reflect the innovation of soft management model in college teaching management.

C. *Permeate Teaching Management with the Idea of Human-Oriented Management*

In order to get achievements in soft management model, college managers must change their concepts and establish the people-oriented management concept. Changing of management concepts is mainly demonstrated in two aspects:

First of all, teachers should not use their authority to manage students, but to communicate with them. They must understand that the management method of issuing orders is not suitable for the specific characteristics of current management over students and will not produce

goods results as the soft management model. Therefore, such obsolete means of management should be eliminated. Teachers should not put on airs, but become their friends and good listeners. Contact more with students and go into their hearts and feel what their feel while paying attention to their lives. According to different characteristics of different students, manage and educate students in accordance of their aptitude and influence them with emotions and reasons to establish deep emotional exchange with students and establish a new type of teacher-students relationship so as to convince students.

Secondly, students' development should not be restricted, but be promoted. View students from the perspective of development and learn to think for them, tolerate them, and treat them well but not blame them. Only when teachers can think for the sake of students, can a communication bridge be built between teachers and students.

V. CONCLUSION

Above all, the application of soft management mode in college teaching management will surely path a new way for the innovation of colleges' teaching and management model, and the integral combination of soft management model and rigid management model will surely increase the management of colleges step onto a new step. Emotional injection of soft management model is more soft, efficient and scientific, and better enhances communication and cooperation between teachers and students, thus conducive to improving teaching and management atmosphere and improving the efficiency of the entire teaching management.

VI. REFERENCES

- [1] On the Application of Soft Management Mode in Colleges and Universities' Teaching Management, Dai Hong, "Reading, Writing and Calculating: Research of Education and Teaching", 2013.
- [2] Exploration and Application of Soft Management in College Students with Learning Difficulties, Cai Xinyu, Liu Feng, "Neijiang Science and Technology", 2008.
- [3] On the Application of Rigid Management and Soft Management in the Comprehensive Treatment of Colleges and Universities' Teaching and Management Environment, Zhang Dongfang, Library and Information Magazine, Seminar on Library and Information, Symposium of Library and Information, 2012.
- [4] On the Application of Soft Management in Class Teaching Management, Xing Sizhen, "Journal of Xinyang College of Agriculture and Forestry, 2012
- [5] On Soft Management in Ideological and Political Work of College Students, Zhang Qinsong, Ma Bo, Youths, 2012.
- [6] Analysis of Application of Soft Management in Colleges' Teaching Management, Zheng Wanyi, Guo Fei, Zeng Qingtao, 2015.
- [7] Research into the Application of Soft Management in College Teacher Management — Take the example of a college in Shaanxi, Feng Ying, Xi'an University of Science and Technology, 2011.
- [8] On the Application of Soft Management in College Students' Work, Lei Shanfeng, Xu Jing, "Intelligence", 2011.
- [9] Reflection on the Application of Soft Management Concept in Class Teaching, Zuo Yong, Xia Liya, Xue Linyan, "Urban and Rural Construction", 2009.
- [10] On Application of Soft Management in College Student Management, Yang Longxiang, Journal of Changchun College of Education, 2014.