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**PEOPLE-ORIENTED EDUCATION MANAGEMENT MODEL
OF COLLEGES: CONTENTS OF VALUES AND
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Abstract

With the development of schooling in China, the education and teaching reform of colleges constantly goes deeper, and the traditional education and teaching model and management model cannot adapt to the current development of higher education. In order to meet the demand of society for talent training, colleges should change talent management model and talent training model. The people-oriented concept is a major management concept used in current education and management of colleges. Adhering to people-oriented concept can fully realize human values and values of education and management of colleges. Therefore, upholding people-oriented education management model in higher education is important for talent training. The paper analyzes and studies contents related to values and application measures of people-oriented education management model of colleges.

Key Words: *Higher Education, People-oriented Concept, Management Model*

Introduction

As social development constantly draws higher demand for talents, higher requests are brought forward in talent training and talent management of colleges. At present, people-oriented concept is a major concept used in talent training and management of colleges. This concept takes management as a mean, adheres to people-oriented principle, and respect individual development, status and personality of students to promote talent management, develop students' spirits like innovative spirit. The people-oriented education management model of colleges will be a way for colleges to manage students to arouse initiative of students, bring out the best in every student, and foster more excellent talents for society. The paper analyzes contents related to the application of people-oriented

management model of higher education, and proposes measures to intensify the people-oriented management model of colleges.

People-oriented Educational Concept

The continuous development of society draws higher demand for talents, and people's requirements for service quality are higher and higher. As an important place for training talents and a service site, colleges should consolidate talent training and management strategy. People-oriented management concept is applied to management domain. The so called people-oriented concept means taking people's interests as starting point and goal and consistently meeting people's needs (see, Shen, 2013). From the perspective of the essence of people-oriented concept, the application of people-oriented concept to education and teaching management of colleges is to stimulate potentials of students, promote personality development of students, respect personality and subject status of students, and effectively foster talents.

The application of people-oriented concept to education and management of colleges respects the subject status of students. The people in the people-oriented concept means an independent and personal individual, and the oriented refers to take individual as subject, adhere to people-oriented concept, intensify subject status of individual, and fully exert subject consciousness and subject capacity of individual. In education and management of colleges, upholding people-oriented concept can promote students' growth, maximize creativity and initiative of students, and adequately highlight subject status of students in the management of colleges. People-oriented concept refers to well and comprehensively understand students and respect students' rights and personality.

China strongly advocates People-oriented concept, and actively applies it to society. Nowadays, China's economy, technology and culture undergo rapid development, which changes life style, living habits and ideas of people. In such social background, people's concern to spiritual life gradually increases, so adopting humanized management systems has been a mainstream in the development of society, all the more so in the management of higher education.

Humanism is People-oriented concept, as the name implies, which means respect to people and recognition for subject status in social life, a way of liberating and developing human being, taking people's survival and consciousness as the subject of development, and establishing people's sense of responsibility and autonomy. People-oriented concept refers to take people as main starting point and standpoint of all development, take teachers and students as subjects of management, and reasonably establish concepts, means and procedures of management. Hence all matters of managements should be carried out on the basis of teachers and students, and the sound development of students and teachers should be taken as the primary goal and the direction of development. In the process of management, colleges should properly develop potentials of students and teachers, mobilize the motivation of teachers and students, play an active driving role on the development of higher education, and promote higher education to walk farther on the path of sound development (see, Li, 2013).

Significances of Implementing People-oriented Management Mode in the Management of Higher Education

Analyzing from current social background, people-oriented concept is the kernel of Scientific Outlook on Development. The task of colleges is to teach, cultivating talents for society and promoting students' all-round development. All activities of colleges are revolved around students, and the essence of the higher education is people-oriented concept. Adhering to the people-oriented concept needs to take students and teachers as center. In the process of developing colleges, we should refine and improve consistently means of management and uphold people-oriented concept to promote the comprehensive development of individuals.

Analyzing from current education management model of colleges, establishing people-oriented education management model has great important significances, and these significances are reflected in the following aspects.

(1) Reflecting the Aim of Education

As an important idea, humanism has important status since last century, and its main connotation is to respect people. At present, in the 21st century, China is struggling on the path of building socialism with Chinese characteristics, and Chinese people play an important role in this process. As an important stage of talent education, higher education is very important for humanism education. Thus, the education and management of colleges should be separated from traditional education, and promote groundbreaking reform and development of education and teaching of colleges by the people-oriented management concept, realizing effects of education and management of colleges, and correspondingly improving teachers' healthy development both physically and mentally and comprehensive ability (see, Su, 2011).

(2) Breaking the Limitation of Traditional Management Model

For the education and management of colleges, most administrators keep the traditional management pattern, as their concepts of managing colleges lag behind ideologically. Though now society undergoes rapid changes, these administrators still stick to their positions and manage teaching and education in traditional education management model, finally causing the rigidified development of their management model. Most of the formulation and promotion of the management system is in accordance with the document issued by the superior, and administrators just mechanically deliver ideas of the superior without their own concept and thoughts. Hence, under current people-oriented education and management concept, breaking the limitation of traditional management model and implementing modern education and management are of great positive and realistic significance.

(3) Promoting the Quality of Running School

With the development of society, colleges continuously expand enrollment, meantime, the employment pressure of graduates is growing. However, in the process of rapidly building and developing colleges, administrators of colleges have not well recognized the work of student management, without competent understanding and knowledge of the work, thereby causing problems in students' employment and the management of students. In the development of colleges, the implementation of people-oriented concept takes all work of management as starting point, changes thoughts, refines works of education and management of colleges, and then effectively put the concept into effect to promote the quality of running school. In current social background, in order to improve the management level of colleges and enhance the strategy of talent training of colleges, the education management model of colleges is in need of changing. Applying the people-oriented education management model of colleges to education and management of colleges can respect personality development of students, promote students' overall development and improve the quality of running school (see, Huang, 2010).

Values and Application Measures of People-oriented Education Management Model of Colleges

Values of People-oriented Education Management Model of Colleges

In the new era, China's cause of higher education has got new development, and the enrollments of colleges have been gradually expanded. The works of education and management of colleges then become an important content of training research-oriented talent. Under the circumstance of rapid social and economic development, the development of education sector is increasing, which brings about new challenges and opportunities for the education and management of colleges. People-oriented concept is the education management concept in new era. In order to further promote the education level of colleges, related staffs need to take corresponding measure to

address problems in the education and management of colleges, solve practical issues and consolidate the application of people-oriented concept to education and management of colleges.

Starting from people-oriented perspective, all education activities of colleges can promote the realization of concepts and values of higher education and the effective implementation of Scientific Outlook on Development of China. In current education and teaching, upholding the modern people-oriented concept can promote the overall and effective implementation of education and teaching activities of colleges, facilitate modernization construction, and improve the construction quality of colleges (see, Zhao, 2011). Implementing the socializing people-oriented management model in the education and management of colleges can advance the socialized development of higher education and the socialization of development of students in colleges, and promote students' individual development and realization of the self-value.

In social development, means of traditional education and management cannot meet requirements of the development of higher education, and the innovation of management model of the education and management of colleges should be made through people-oriented management concept. Thereby the subjective initiative of students and teachers can be given full play, and their innovation consciousness can be promoted by sticking to take students and teachers as root of management and education of colleges, starting from the humanistic point of view, establishing the incentive mechanism and evaluation mechanism, and emphasizing the subject consciousness of students. Then students can get overall development, and the responsibility and teaching enthusiasm of teachers can be enhanced. Finally, the development of colleges can be promoted in a healthy direction.

Application Measures of People-oriented Education Management Model of Colleges

We know the role and significance of management model and management measures in the education and management of colleges, so innovating management model and management measures and implementing the people-oriented education management model are needed to facilitate the education and management of colleges and improve the quality of education and teaching (see, Tian, 2012). In order to implement effectively the people-oriented education management model, realize values of the model, and improve the quality of education and management of colleges, strengthening management can proceed from following ways.

(1) Changing Management Concept

To establish people-oriented management concept, colleges should reform the management system, change teaching concepts of teachers and concepts of administrators of colleges, then consolidate the goal of management and complete the construction of management system. Therefore, colleges need adjust education model to resource situation and actual situation and determine salary and authorization of teachers. On the one hand, administrators of colleges should perform management in a way of guiding instead of controlling. On the other hand, colleges should promote the unification between rights and duties of teachers to strengthen the teachers' responsibility. In accordance with actual situation of colleges and students, colleges should allow leaders, administrators and teachers to participate in decision-making, and integrate their ideas (see, Wu, 2014). Colleges should establish systems in a transparent and fair way, institutionalize, normalize and scientize management, and consolidate the aim of management. Hence, colleges can promote the healthy development of colleges and the all-round development of students by establishing people-oriented management concept.

(2) Creating Information-based Management Model

In the era of big data, colleges should meet requirements of teachers and students in the process of education and management and completely change traditional education management model. Education works should gradually

establish a conscious mind of big data, and colleges should make scientific and reasonable decision by analyzing data to realize the democratization of data-based management and advance the reform of education and teaching (see, Cui, 2010). Traditionally in the process of designing teaching situation and collecting teaching information, the decision-making mainly depends on school running experiences. However, on the basis of big data, teaching experiences and management are no longer key factors of teaching, and students' opinions will also be a main factor. Colleges can get the optimal teaching methods by analyzing and integrating these factors, in this way, actual data can facilitate the implementation of teaching activities, hence the goal of teaching according to students' aptitude can be realized. Colleges should understand the essence of big data from the perspective of integral development, pay attention to informatization reform of education, rebuild platform for communication and sharing, realize the transparency of data and the democratization of decision-making, meet people's need of information, create an information port of effective information for the improvement of management, and enhance the reputation the school.

(3) Consolidating the Construction of Management Team

The cultural level and quality of teachers and administrators of higher education play important role on the overall construction and development of colleges, so the penetration of people-oriented concept into education and management of colleges should reinforce the administrators training management of colleges and train teachers to change their ideas of education (see, Fu, 2014). As for teacher training, detailed plans should be stimulated and systemized, and opportunities of improving knowledge and quality training should be increased. Teachers also should constantly renew and enrich their own knowledge, enhance professional skills and skills of operating multimedia in the new era, then provide better platform for cultivating students' professional skills and quality and promote the development of colleges by enhancing the their own professional quality (see, Han, 2014). Only by consistently consolidating the construction of teachers' team and management team of colleges, can we consistently advance the development of colleges toward a healthy and sustainable direction.

Conclusion

With the development of society, management becomes a social phenomenon. In the process of the continuous development of higher education, the innovation of education management model plays an important role on the improvement of the quality of education and management of colleges. The people-oriented education management model becomes the direction of developing education and management of colleges. Adhering to the people-oriented concept and implementing effective management can sufficiently promote the all-round development of students. The application of the people-oriented education management model can facilitate the harmony between administrators and students and the development of both parties, realize the optimal resources allocation of colleges, promote the improvement of the quality of education and management and students' all-round development, and improve comprehensive quality of students. Therefore, we can apply widely the people-oriented education management model to future education and management of colleges and carry on innovation of the management model to promote the development of education in China.

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