An Analysis of Management Functions of Ideological and Political Education in Colleges and Universities

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Abstract: Based on the analysis of current studies of ideological and political education management in colleges and universities, this paper is inclined to explore methods for strengthening management of college ideological and political education in a new semester and then try to propose some useful strategies for management functions of ideological and political education in colleges and universities, looking forward to offering helps to realistic management activities.

Keywords: ideological and political education in colleges and universities, management functions

1. Introduction

The effective performance of management functions of College ideological and political education is benefit for fostering a healthy educational environment and creating positive conditions for college ideological and political education. At present, researches on college ideological and political education management functions have attained some development in academic circle. Summarizing current studies of related research is propitious for us to master the latest trends of college ideological and political education and then improve the limitations of related research.

Articles of college ideological and political education are mainly about the functions, tasks, problems and strategies of college ideological and political education management. To some scholars, functions of college ideological and political education management are ensuring the socialist nature and goal of educational provision, promoting campus cultural and ideological progress, and improving the science of college ideological and political education to guarantee the implement of the party's route, guidelines and politics in colleges. [1] After researching the problems of college students’ ideological and political education management, Some scholars take the view that college educational management model has many problems, such as much attention on arts and less attention on science, management sense lag behind, old management methods and disassociation from college students’ thoughts and lives. [2] Some scholars think that college ideological and political education management is characterized of traditional management model which can not satisfy the need of society development. Therefore it is necessary to change ideological and political education model from experiential management to normative management, from transactional management to qualitative management, from disciplinal management to democratic management, from implant management to penetrating management, from one-sided management to people-oriented management with society development trends and students’ actual situation. [3] In some scholars’ opinion, improving college ideological and political education is the guarantee of team construction. And it is necessary to perform the function of ideological and political theory course, reinforce the management of ideological and political education, improve responsibility system of ideological and political education and absorb ideological and political education into the total planning of whole university. Otherwise, the relationship between succeed and innovation, content and format, pragmatic and theoretic need to arouse our attention. [4] Some scholars view that scientific outlook on development is the guiding ideology for perfecting college ideological and political education, which can promote the scientific development of college ideological and political education. Perfecting the management system of college ideological and political education should persevere in the student-centered concept and teacher-based schooling, insist on the mutual development of learning and using and construct a sustainable developing management team. [5] Some scholars think that it is inevitable to construct work system of law guarantee, build campus disciplines, perfect educational system, strengthen responsibility system and set up the work-style of people first and moral management. [6] Some scholars put the theory of target management into college ideological and political
education, discuss the definition and characters of college ideological and political education, induct and analyze disciplines, functions and reasons for target designing, and prominent the direct and effect of college ideological and political education. [7]

The above researches probe positively into the problems of college ideological and political education, but some limitations still exist: firstly, few researches are systematical. Most of them take college ideological and political education as a whole unit for their research which is not systematical and complement. Secondly, the depth of research is not enough. Most scholars have not deeply researched the problems of college ideological and political education, lacking of theoretical research. Thirdly, few articles discuss the new situation and change of university, separating the reality on campus. Based on the above problems, the author holds the following views: first and most importantly, it is necessary to analyze college ideological and political education in a micro and macro angles. Both description of phenomena and analysis of deep reasons are inevitable. Secondly, improving research on college ideological and political education should base on scientific system and scientific comprehension. Last but not least, it is important to combine theories and reality to related theories and explore useful strategies of college ideological and political education management.

2. Approaches of Management Functions of Ideological and Political Education in Colleges and Universities

Analysis of management functions of ideological and political education in colleges and universities indicates that approaches of full development, of which the management function can be summarized from its practice. An organic ideological and political education management system ensues on innovation of management ideas, enrichment of management method, rationalization of management relation and establishment of high-quality management force.

2.1 To innovate management ideas
Currently, problems of management of ideological and political education in colleges and universities are largely due to the lag behind of management ideas. In order to realize targets and tasks of ideological and political education in colleges and universities, keeping pace with the times and innovating upon management ideas are inevitable. Along with the development of social practice, management ideas of ideological and political in colleges and universities must be sublimed. In the new situation, idea of "people-oriented", which is the guiding ideology beyond all doubt should be securely established. Scientific development with the concept of "people-oriented" ideas must be implemented; Management concepts updated and the awareness of respect and service of administrators strengthened. The traditional concept of ideological and political education management is actually a kind of "thing-oriented", blunting objects outside the main body of the management. Modern ideological and political education and management focus on education, the exertion of subjectivity of the management object. In practice, administrators should consciously encourage and guide learners to actively participate in the management of democratic. "In the course of the ideological and political education, only to carry forward the work style of democratic, persist in democratic ways and make democratic principles accepted by the people can achieve the expected outcome ideological and political education".[3]

2.2 To enrich management methods
Management methods of ideological and political education in colleges and universities have a wealth of content, including administrative, educational, legal, economic and psychological methods, which should be used synthetically. In current situation, the application of administrative methods is often the main emphasis, but some administrators blindly emphasize the importance of instilling and neglect the subjectivity of managed objects, which make them have abhorrent attitude to the management. Numbers of administrations over-emphasize the importance of the spirit, and do not explore the origin, by asking the material basis of ideological, and others pay attention to executive orders, ignoring the demand of managed objects.
Management of ideological and political education in colleges and universities should proceed according to their object, practicality, comprehensively use of various methods and explore ways managed object can accept. Administrators should master the advanced management methods for different situations, intensifying communication between educators and the educated, concerning their emotional and psychological states. In new era, with the advances of network technology, some new changes have taken place, we should make full use of network technology, combining the advanced science and technology and management of political and ideological education to explore new management model to improve management efficiency.

2.3 To improve management relations
It is necessary to handle well the relationship between ideological and political education administrators and that between educators and the educated, so as to bring ideological and political education management functions in higher learning into play. The inadequate co-ordination within the system of ideological and political education management is largely due to the managers’ unbalanced handling of the above relations.

Ideological and political education management in higher learning stage requires the correct handling of the relationship between education managers and educators and the educated, which is fundamental to ensure the functions of ideological and political education management.

Ideological and political education management involves many aspects of school work, including the school’s party committee and the senior management institutions for school administration; the middle management institutions, led by the senior management institutions, managing the ideological and political education within their own duties, including Party Propaganda Department of Party Committee, Student Affair Offices, Organization Department, Students Affairs’ Division, the Communist Youth League and Students Union and other middle-management institutions; the basic level management institutions responsible for specific management work of ideological and political education, such as each department's Office of General Party Branch, Office of Student Work, Office of Class Committee and other basic level management institutions.

At present, insufficient communication and co-ordination occur in the management institutions of the above three levels. On the one hand, all levels of management institution and their teams have their own responsibilities. Each unit is prone to neglect the general objective, and "carry out their own duties" in a lack of co-ordination and communication with others, only to put their own responsibilities to others. The effective integration of management resources contributes to effective display of ideological and political education management functions. On the other hand, effective communication between ideological and political education management system and other departments lacks. For example, management systems, teaching departments, and logistics services, which are not directly involved in the management of the ideological and political education, may ignore students’ ideological and political mistakes and shift the reprove to ideological and political education department.

Ideological and political education management in higher learning stage requires the correct handling of the relationship between education managers and educators and the educated, the effective integration of management resources, giving full play to the initiative of the three aspects, so as to form the coordinated mechanism of the party and government institutions which fully functions themselves well.

2.4 To perfect management teams
To bring ideological and political education management functions into full play, we need professional management teams. However, ideological and political education management teams fail to reach the professional and specialized requirements due to a number of reasons. In some universities, management teams in general, have no weaker educational background compared with teaching and research teams. It lacks of a group of university teams who are not only expertise in special trade but also skilled in ideological and political education management teams. In many universities, some teaching and research backbone take management positions of the ideological and political education, most of which are "two posts" cadres with the management and teaching and research. Some cadres lack experience in ideological and political education management, and particularly the knowledge training
of ideological and political education management system. Therefore in practice, there are some shortages in policy, macro-management ability, leadership, and a lack of clarity on the school's guiding ideology and ideas; some cannot balance the relations between the ideological and political education management and business, taking the teaching and research achievements as a hard task and management as a soft task. They devote inadequate energy on the ideological and political education management, so the functions of ideological and political education management in schools cannot be displayed effectively.

It is necessary to improve the quality of ideological and political education management teams for improving its professionalization and specialization. “Management teams should follow the requirements of comprehensiveness, coordination and sustainability, and persist on basic methods of coordination. Besides, they should also have relatively high political attainment and the reform and innovative drive, as well as the knowledge of science and management.” The quality of the university ideological and political education management teams directly guides the outlook of world of life, and values of teachers and students. To improve the quality of ideological and political education management teams, it needs to develop both their ideological and political quality and their professionalism coordinately, which are equally important. On one hand, it needs to fully utilize several methods to develop the ideological and political education of the ideological and political administrators, and lead them to acquire correct educational and world outlooks of world and lives. Moreover, we should strengthen their professional ethics accomplishments to let them have professional dedication. On the other hand, it is important to cultivate their concepts of lifelong learning and impel their continuous studies and considerations through our measures of introductions, cultivations, usages and communications of them. Through the above ways, the professional qualities of the ideological and political administrators could be improved and they would be a group of learned people, with sturdy foundations, clear sights, potentials and creative abilities.

3. Conclusion

Ideological and political education management plays an important role in helping students to achieve the maximum effect of ideological and political education. In accordance with the current status of the ideological and political education and management of college students, it is necessary to adopt corresponding measures on the basis of our analysis of realistic activities, so as to promote its the effective play of its function, to improve the level of scientific management, to ensure the realization of the goal of ideological and political education in colleges.

Innovative management is the prerequisite of displaying ideological and political education management functions. The effective management can only be achieved by focusing on the changing trend of ideological and political education of the educated, by innovative management concept of integrating people-oriented management principle into the specific management methodologies, straightening out ideological and political education management system, by enhancing ideological and political education quality of management team members. Management methods reflect management principle and quality. Enriching ideological and political education management approaches is a key step in management objectives to improve the ideological and political education management efficiency, achieving the goal of ideological and political education. The decision-making bodies within the system, the execution agencies and the specific implementation agencies of ideological and political education management should maintain coordination, relations with each other, and form mechanism. This is an important warrant for ideological and political education management functions. The ideological and political education can proceed in an orderly manner only by coordinating the various aspects of the relationship of the relevant departments, and each performing their respective duties. The management team of ideological and political education is the organizational warrant to strengthen and improve ideological and political education management. The quality of the team members has an effect on the effective functions of ideological and political education management. Therefore, "we should consider management team construction of ideological and political education on the context of a large system of university planning, combine it with the ideological and political education management, therefore, the
political firmness and moral purity of ideological and political education management team can create an impact on the entire team."[8]

To sum up, to bring the ideological and political education management functions into play effectively, we need not only to innovate management concept, enrich management methods, but also to make clear the relationship between the administrators and educators and the educated of ideological and political education, and the relationship between the educators and the educated, so as to form a integrated mechanism, but also to establish an organic whole management team which is “political-oriented, professional, and upright style”.

References