

# Analysis on the Concrete Application of Soft Management in Educational Management of Students

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**Abstract:** Under the guidance of the education concept of fostering virtue through education, when carrying out student education and management work, teachers shall keep pace with the times, utilize the concept of soft management, and develop students' ideological education scientifically so as to improve the effectiveness of student management, comprehensively establish the students' noble ideology, outlook on life and morality and cultivate more quality talents with excellent character and learning, helping the development of the country and the society.

**Keywords:** Soft management; College students; Educational management; Utilization strategy

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## 1. Introduction

The concept of soft management refers to the process of teachers' teaching and management of students, following the student-oriented education concept, focusing on individuals, and managing and educating students in a humanized way. Soft management fully embodies the educational idea of human-oriented and moral education, and it is an innovative and efficient way of management<sup>[1]</sup>. Teachers should actively learn and absorb advanced educational concepts, take the initiative to use soft management methods, carry out the work of student management and education. In the teaching process, teachers should be student-oriented, fully respect the ideas and consider the actual needs of them, providing effective guidance and support for students to help them develop comprehensively, and improve the quality of education and management of colleges and universities.

## 2. Explanation of the Concept of Soft Management

The concept of soft management was firstly proposed and applied in enterprise management by western developed countries. This management mode is a very efficient management that can fully stimulate the creative thinking of employees, enhance the adaptability of employees to the external environment, and meet the individual needs of employees. Because of this, soft management is also extended from enterprises to colleges and universities, and is applied to the education and management of students in colleges and universities<sup>[2]</sup>. Soft management mainly includes four aspects of management, namely, psychology, behavior, environment and image, and advocates the concept of people-oriented management, requiring teachers to create a good atmosphere in the process of management, create a positive, healthy and orderly learning and living environment for students, and establish equal teacher-student relationships with students to respect and love students, moreover, teachers should maintain students' individuality, provide students with reasonable guidance and help to obtain their trust and dependence, then they can accept teacher's education and management from the heart, and teachers can promote the personalized growth and development of each student. Soft management and rigid management are two opposite

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modes of management. Rigid management emphasizes discipline and systems, advocating rules and regulations as the center, restraining students' words and actions through systems and discipline, and rewarding or punishing students according to the rules. Under the rigid management mode, schools formulate strict management rules and regulations around students' learning and life, and students need to strictly abide by the systems. The system has greater coercion and authority. This kind of management will trigger students to reverse psychology, thus the efficiency is low. Soft management advocates human-centered. In this mode, the school takes the initiative to create a good campus atmosphere for students, and influences the students by positive and active management, so that the students can actively accept teachers' suggestions and voluntarily abide by the rules. The soft management mode is more friendly and humanized, and teachers use more affirmative and encouraging evaluation language in the process of management, emphasizing on action and less on preaching, and emphasizing on content and less on form. In this way, students' own initiative and creativity can be fully stimulated, and innovative consciousness and individualized thinking can be more effectively cultivated.

### **3. The Importance of Soft Management Applied to the Educational Management of Students in Colleges and Universities**

#### **(1) Help teachers to management in an orderly manner**

Under the rigid management mode, schools formulate a series of strict education and management systems for students, which are inflexible and can not be changed in the specific implementation process. Teachers use the same set of standard systems to measure and evaluate the behavioral performance of each student, which is unable to comprehensively and objectively show the actual situation of students<sup>[3]</sup>. The one-sidedness of the evaluation method, the single evaluation index, and the harshness of the management system make the students have a strong rebellious attitude towards this method, so it is difficult to promote the educational management in a normal and orderly manner. Therefore, using soft management in student education and management will help the normal and orderly development of this work.

#### **(2) Help to shape students' sound personality and moral character**

The rapid development of information technology has popularized the Internet. In the unrestricted cyber world, students can easily access a huge amount of information. All of this information will have a certain impact on students' thoughts and psychology. In particular, the various utilitarian and money-worships on the Internet can easily affect college students who do not deeply know this world. In the absence of rigorous network management system, students are affected by the network world, they are in pursuit of material life excessively, and ideological outlook and values are distorted. Influenced by wrong values, some students are too eager to seek better job opportunities and cannot sink down to study and study academic knowledge<sup>[4]</sup>. Through the implementation of the soft management mode, teachers take the initiative to focus on the psychological and ideological dynamics of students, provide students with the correct value guidance, so that students can always maintain independent thinking in the face of different Internet voices, strive firmly toward their goals, learn solid professional skills, successfully achieve life goals, and form a sound personality quality and excellent moral quality.

#### **(3) Help to enhance students' social adaptability**

With the development of society and the improvement of people's material living standard, many students have been pampered by their families and parents since they were young, thus their psychological tolerance and resistance to setbacks are poor, and their ability to take care of themselves independently is not strong. Many students are the only child and receive more care and protection from childhood. When they encounter difficulties, they are used to relying on their parents and are unable to think and solve problems independently. Teachers can effectively guide and educate students from the psychological aspect when using soft management to educate and

manage students, rebuild students' self-confidence, cultivate students' independent self-care ability, help students overcome their inner dependence, think and solve problems independently, and confidently face all kinds of difficulties in learning and life, so as to lay a solid foundation for the students to enter the society in the future and take up the workplace.

#### **4. The Application Strategy of Soft Management in Students' Educational Management**

##### **(1) Give full play to students' initiative and encourage students to manage themselves**

In order to achieve flexible management, teachers should fully embody the principal position of students themselves, give full play to the initiative of students, encourage students to conduct self-education and self-management, cultivate students' self-management consciousness, guide students to conduct self-management and self-education, independently summarize and evaluate their own behaviors, reflect on their own shortcomings, and explore their own strengths. It helps students to have a comprehensive and clear understanding of themselves, so that students can take the initiative to develop their strengths and avoid their weaknesses in study and life, fully show their personality and potential and stimulate their inner enthusiasm and creativity, helping each student to successfully realize their self-value, comprehensively improve their comprehensive quality, and achieve personal goals<sup>[5]</sup>. In order to enable students to efficiently educate themselves, teachers should change the traditional teaching mode of teachers in the classroom and encourage students to conduct independent learning in the form of group cooperation. Students in one group need to do independent work and cooperative work including information collection, PPT making, and on the stage to describe the learning results of the group. This flipped classroom learning mode can stimulate students' initiative to the greatest extent. In the process of collecting materials and making PPT, the knowledge horizon of students has been expanded continuously. In the process of group cooperation, students have realized the importance of team cooperation, and the sense of cooperation has been better cultivated. In this innovative teaching mode, students' learning enthusiasm is higher, independent learning ability is stronger, and self-education has produced better results. Teachers constantly innovate learning forms and maintain students' enthusiasm for learning, so that students can master boring theoretical knowledge and solid professional skills smoothly in interesting and diverse learning ways. To cultivate students' self-management ability, teachers can divide the responsibility area of members of the Communist Party of China, give full play to the leading role of (CPC) party members in the student group, divide the student dormitory into multiple groups, each group arranges a party member in charge, the party member is responsible for the health and cultural inspection work of the group, and regularly feedback to the teacher. When there is a problem, the leader of the party members in the group should play a leading role and lead the team members to rectify it together. This management mode not only gives play to the leading role of student party members, but also inspires other students to actively join the Party, feel the advanced nature of party members' thoughts, shape students' noble ideological values, gain students' ideological recognition, and clear obstacles for teachers to carry out student management work.

##### **(2) Build network communication platform to establish harmonious teacher-student relationship**

The implementation of soft management can also be carried out with the help of various modern network technologies. The development of network technology makes people have more communication platforms. The network communication platform has the advantages of immediacy and interactivity. Teachers can use the Internet platform to communicate and exchange more efficiently with students, share the latest school news with students in a timely manner, and provide students with targeted and personalized help and guidance, so that the exchange and communication between teachers and students are more flexible and diverse<sup>[6]</sup>. Nowadays, students are increasingly using a variety of online platforms for communication, using network to communicate has become a daily habit of students. Teachers communicate with students in ways that students are accustomed to and like, which can gain students' good feelings and make students have a sense of trust and intimacy towards teachers

and the school. They are also willing to open their hearts and communicate with teachers, so that teachers can truly understand students' inner thoughts and needs, and obtain more valuable information for the school to carry out student communication management. In addition, teachers can also use the network platform to enhance the understanding of students' daily life and ideological dynamics, and then rationalize the daily education and teaching work, flexible and scientific student management, so that flexible management to achieve better results. Nowadays, many colleges and universities will open campus websites, microblogs, WeChat public number and other self-media accounts, through self-media accounts to operate the school's official content and campus news dynamics. Students will have more sense of closeness and belonging when facing their school's self media accounts. Teachers utilize this psychology of students and actively interact with students on the school's online platform, which can bring the relationship between teachers and students closer and enable teachers to better carry out student management. This kind of management method of establishing intimate relationship is also a specific embodiment of the concept of soft management in student management. Through intimate communication with students, teachers can regard each student as an independent individual, fully consider the needs of each student, and effectively guide students from the actual situation of students, so as to better improve the comprehensive quality of students.

### **(3) Fully consider the needs of students and comprehensively promote students' development**

In the implementation of soft management in students' educational management, teachers should always uphold the "student-oriented" educational philosophy, bearing in mind the educational objectives of moral education, and consider the promotion of student growth as the core purpose of management, and reflect this viewpoint in every detail of management<sup>[7]</sup>. For example, when solving the problem of poor students in the class, in order to take care of the learning and life of such students, teachers can form a club managed and operated by students, and the students of the club will come forward to understand the family economic status of the students in the class, accurately obtain the information of the poor students, set up a database of the poor students, and regularly distribute all kinds of necessities for the poor students, so that the poor students can feel the care and warmth from the school and the class community. In addition to material help, teachers should also pay attention to the psychological education of poor students. In order to avoid this kind of students to have an inferiority complex and produce wrong values. Teachers should provide them with a variety of employment opportunities, so that they can create value through their own labor and pay, cultivate their good qualities of hard-working, self-confidence and self-improvement, and guide them to be honest and trustworthy in their daily lives, be thankful to others, and form the correct ideological outlook and values. In addition, teachers should have individual conversations with students to understand each student's personality traits and employment preferences, make effective career planning suggestions for students, help students clarify the direction of employment, broaden their employment channels, enhance their competitiveness, and avoid students' nervousness and anxiety during job search and employment. In the process of students' job hunting and employment, teachers should also do early publicity and mobilization in place, and ask students to fully consider their own actual situation, and reasonably choose the development path such as graduate school or job hunting. Teachers in the process of student management, fully consider all the needs of students, truly reflecting the "all for the students" management concept, but also to ensure that students in the future to achieve greater development.

### **(4) Creating opportunities for social practice and strengthening students' core competitiveness**

Higher education students are the main force in the future construction of society, professional knowledge and skills and moral quality are indispensable. In the process of education and management of students, teachers should be good at using soft management methods to cultivate students' professionalism and moral quality, and give full play to the advantages of "humanized" management in the concept of soft management. To this end, teachers should actively organize students to carry out various forms of social practice activities, so that students can understand the society in advance, so that they can better adapt to the society in the future. After graduation, students will enter the society and go to different workplaces. Teachers in the school period, for students to arrange

a variety of social practice activities, help students to understand in advance the employment situation of their own majors, the prospects for the development of this industry, as well as the development of the industry on the requirements of the professional skills of the talents, can greatly broaden the horizons of the students, so that the students to prepare for the employment in advance, to clarify the direction of their own future job-seeking and employment goals, and to choose more conducive to the future development of their own elective disciplines. What's more, in the process of students' participation in social practice, teachers' scientific and reasonable guidance to students can improve their social skills, so that students can better cope with a variety of complex social relationships, smoothly integrate into society, and become more comfortable in the workplace. In addition to the various social practice activities related to students' majors, teachers can also strive for some vacation teaching and other public welfare practice opportunities for students, so as to enhance students' sense of social responsibility, so that students in the process of teaching, an all-round understanding of the development of the country and the current situation of society. By encouraging students to participate in social practice and social welfare activities, teachers guide students to gain a deeper understanding of the current situation of society, which helps students to clarify their employment goals and at the same time, shapes their correct outlook on life and values, enabling them to better use their professional knowledge and skills to promote the development of society and maximize the realization of their personal values. Not only that, in the process of participating in social practice, students can fully recognize their own deficiencies, and take the initiative to sink their hearts into learning knowledge, improve their abilities, and gradually form the good quality of learning and good learning.

## 5. Conclusion

The application of soft management in the education and management of students in colleges and universities can help improve the efficiency of teachers' management and promote the comprehensive development of students' comprehensive quality. Teachers in the implementation of this process, should always uphold the "student-oriented" education concept, respect the student's main position, pay attention to the development needs of students, adapt to the students' personality characteristics, humanized, innovative management, the establishment of harmonious teacher-student relations, in the cultivation of students' solid professional skills at the same time, shaping the students' correct outlook on life, ideology, values, and cultivating more quality talents for the development of the country and society. We will cultivate students with solid professional skills, shape their correct outlook on life, ideology and values, and cultivate more high-quality talents for the development of the country and the society.

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