

Study on the Application of Project Management in the Management of College Students' Ideological and Political Education

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Abstract: The project management thoughts and methods have been widely used in the practice of college students' ideological and political education in many fields. Taking project management as the starting point, applying modern management methods to the ideological and political education of college students is not only the ideological and political education of college students. An innovation in education work is to improve the pertinence and effectiveness of college students' ideological and political work, and to achieve a new way for the ideological and political education in colleges and universities to keep pace with the times.

1. Introduction

Project management is one of the new hotspots of modern management methods. The core idea is to use the project as an independent organizational unit, to ensure flexible organization and decentralized management responsibility with projects, to achieve dynamic management and comprehensive coordination of the whole process of the project, and to optimize the project. Goal and achieve the project's projected goals. This paper analyzes the significance of the project management environment to promote the ideological and political education of college students, and proposes the improvement of its educational significance in the context of project management.

2. The significance of project management in promoting the ideological and political education of college students

The application of project management is the need of social economic development and education and teaching reform. It is a new model for innovating the ideological and political education of college students. At present, there is no ready-made model for reference and plagiarism. Because project management itself is a specific project. It will promote the integration of manpower and material resources, so that the funds can be used reasonably. The allocation department is effectively coordinated by the effective coordination personnel. The specific principle is to leverage the funds as a lever to achieve the work objectives through specific and extensive project activities. As far as the ideological and political education of college students is concerned, through project management, the campus culture construction education and teaching reform can be more effectively promoted, the moral education quality improvement and team building of college students, and the ideological and political work will be transformed from retreat to pragmatic. A new exploration.

Project management innovation and promotion of college students' ideological and political education is a long-term and enduring systematic project. It is necessary to carry out long-term planning and design, and to reflect forward-looking. The purpose of project management is to establish a new working platform for college students' ideological and political education. To achieve interactive and win-win situation of the platform: First, it is necessary to further clarify the main tasks of the ideological and political education of college students through the establishment of the project, and implement the target management mechanism; second, it is necessary to establish a prioritization mechanism by establishing the inter-school work between the departments within the school. The third is to promote the project management mode into a test field for the quality education innovation of college students through work; the fourth is to further strengthen the work

results through the establishment of a series of projects, so that the ideological and political education of college students is continuously summarized in the project mode. Enhance work experience, in order to better discover the inadequacy of innovation, which is of great practical significance for the improvement of individual quality of college students, the enthusiasm of students to participate independently, and the cohesiveness of students' work teams.

The standardized operation mechanism of project management provides a powerful guarantee for the promotion of ideological and political education for college students, and lays a solid foundation for the creation of a harmonious campus.

Ideological and political education is a retreat-based work, and the project design of its content can make the goal of college students' ideological and political education clearer, the work content is more complete, the work measures are more specific, the work is more targeted, the work effectiveness is more obvious, and to make it to be realized.

The specific requirements of project management make the management of ideological and political education of college students more scientific and implement project management. In fact, the implementation of ideological and political education for college students is based on the preliminary work. The plan plans the expected results and the results of the organization, the organization of the personnel of the organization, the financial responsibility of the parties, and the specific tasks are clearly defined, so that the ideological and political education of college students can be operated in accordance with the project procedures, making management more scientific.

The financial guarantee mechanism of the university makes the ideological and political education of college students work longer. The ideological and political education of college students through the project's primary selection and project management and funding support, so that the project and the teaching and research projects are treated the same, so that the work funds will be With a good guarantee, the scale of college students' cultural activities will be larger and wider, and the project management itself requires that the project applicants must implement the required funds for implementation projects as required, and the project will be implemented for several years. Pre-arrangements must be made on an annual basis. Otherwise, it is impossible to approve the project approval mechanism to promote the project implementation unit to establish a work funding guarantee mechanism and a long-term mechanism.

3. The role of project management environment in promoting ideological and political education for college students

The development of social economy and the reform of education and teaching need to use project management. Creating a new model of ideological and political education for college students requires project management. Project management is based on specific projects to help integrate human and material resources to use funds rationally. Optimize the configuration, promote the cooperation between the inter-departmental coordinators, and use the funds as the principle of leverage to achieve the work objectives through the organization of a wide range of specific project activities. For the ideological and political education of college students, the project management environment also has Conducive to the construction of campus culture reform education and teaching to enhance the moral education quality of college students and so on.

Innovating the ideological and political education of college students is a long-term task. The purpose of project management is to build a new platform for this work, to achieve a win-win situation, to define the main tasks of ideological and political education for college students through project management, and to implement the goal. Secondly, through project management, a pre-emptive mechanism is formed among schools and schools; thirdly, an innovative test field for quality education for college students is established; and fourth, through the project management, the work results are steadily improved through this series of construction work. The experience summary makes the ideological and political education of college students continue to improve under the project management environment, and at the same time improve the initiative of the student team.

The standardized project management environment can guarantee the advancement of

ideological and political education for college students and lay a solid foundation for the creation of a harmonious campus. First, project management must have specific content, so that the ideological and political education of college students can be implemented secondly, project management The requirements must be specific, in order to more scientifically manage the ideological and political education of college students, and finally guarantee the long-term project-based management funding guarantee mechanism for college students' ideological and political education, so that the project enjoys the same treatment as the teaching subjects, so that the scale of university students' cultural activities Will be improved at the breadth level.

4. Innovative ways of college students' ideological and political education under the project management environment

Since each school has its own characteristics, dominant disciplines, and human history, it can create a new ideological and political education work model based on its unique and superior school teaching style, in order to enhance the ideological and political education of college students.

For college students who are keen to participate in projects that benefit from good education, they can strengthen key construction and make them into high-quality products. Infiltrating into the whole process of students growing into a comprehensive talent innovation type, we must build a quality project, and we need to grasp the socialist direction and focus on the characteristics of running the school. Create a new content and new mechanism for campus culture, so that it highlights the distinctive features. It is necessary to actively create a healthy campus culture atmosphere, introduce local characteristic culture into the campus, add excellent cultural elements of the campus and inherit and promote local excellent culture to enhance The overall cultural level of the school.

The ideological and political status of college students is closely related to the level of mental health. The mental health knowledge can be popularized through various channels such as the campus broadcasting school campus network, and the overall understanding of college students' psychological status can be enhanced, and their psychological support and self-control ability can be strengthened. The room serves students, and at the same time, it is necessary to encourage mental health education teachers to further study and improve the efficiency of counseling.

For the hotspots and difficulties in the ideological and political education of college students, we can try to integrate ideological and political education into the teaching materials, and carry out classroom teaching, making it part of the curriculum reform work. Organize relevant experts and scholars full-time teacher professors to carry out special research on the ideological and political education innovation work of college students, and finally provide powerful theoretical support for the ideological and political education innovation work of college students.

Combine brand planning, strengthen brand cultivation, improve brand quality, create new brands according to the goal of creating new products and create famous products. Through the use of winter vacations and after-school time to carry out moral education practice among college students, fund a group of college students' moral education practice projects from neutral projects. Through the selection of a group of outstanding academic achievements with outstanding academic performance and strong leadership potential, the outstanding top-notch college students who have influence in the training, such as organizing expert discussion and exchanges and social inspections, select excellent colleges and universities to tour the tour group tour. Through the party building work of college students, we must do a good job in building the party branch of college students, further strengthen theoretical study and social practice activities, continuously improve the party members' ability to practice and serve the party members, give full play to the vanguard role of college students, and enhance the cohesive force of the party branch of college students.

Closely grasp the direction of socialism, focus on the characteristics of running a university, and innovate the content carrier and institutional mechanism of campus culture construction, so that it can form a campus culture boutique project with distinctive features and outstanding characteristics to carefully create an active and healthy campus culture atmosphere and promote local tradition. Culture enters the campus, promotes the dissemination of local excellent traditional culture, and

improves the overall cultural taste of campus culture. The university students participate in a wide range of benefits, and the educational effect is good. The educational function and demonstration role can drive radiation, focus on strengthening construction, forming fine products, and Infiltrate the whole process of students growing into talents and cultivate innovative talents.

5. Conclusion

We can create a high-quality project to improve the mental health of college students and strengthen the ideological research work to realize the ideological and political education of college students under the environment of project management. The implementation of college students' ideological and political education should achieve the trend of advancing with the times and actively apply modern project management. The method is a wise choice.

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