

Student Characteristics and Management Strategies of Private Colleges and Universities Based on Demand Theory

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Abstract: With the deepening of the reform of higher education, a large number of private colleges and universities have emerged to undertake the teaching task of the college, and the enrollment scale of private colleges and universities has also increased year by year. However, unlike public universities, private universities have many problems in management and other aspects. Moreover, due to the expanding scale of private colleges and universities, the problems among students are becoming increasingly prominent, which need to be paid enough attention and corrected in time. Therefore, the author studies the characteristics of private college students on the demand theory, and analyzes the relevant management countermeasures. The research and analysis show that it is possible to improve the work efficiency and improve the student management of private colleges and universities from the aspects of standard management structure, perfect management system, transfer management concept, and strengthen the construction of student management team.

1. Introduction

In recent years, with the continuous deepening of the reform of higher education teaching in China, private colleges have sprung up like mushrooms, and the scale of running schools has also expanded, and has been widely accepted and recognized by the society [1]. However, the matching student management work is relatively lagging behind, which has become an important factor restricting the development of private colleges and universities. At present, the number of private colleges and universities exceeds 1,300, the number of students in the school is 1.8 million, and there are more than 20 private colleges with tens of thousands of students [2]. College students in private universities are a relatively special part of the contemporary college student group [3]. At the same time, the competition of students in private universities is fierce, the background of students is complex and the quality is uneven, and the management of schools is more difficult. In their hearts, there are both expectations for a new life and confusion and fear for the future [4]. They are full of confidence, confidence in their courage, and have no idea what to do with reality. In terms of the quality of running a school, private undergraduate colleges and universities have shifted from focusing on scale development to connotation construction and improving the quality. A number of schools with characteristics and high level of running a school have emerged. The tuition fee of private universities is three to four times that of public universities [5]. At present, the state strongly encourages and supports the establishment of private colleges and universities as a supplement to public higher education schools in China. Scientific and rational student management is not only the key to cultivate all-round talents in private colleges, but also an important link to keep the steady development of private colleges and universities.

Private colleges and universities refer to institutions of higher learning and related educational institutions, which are run by enterprises and institutions, social organizations and citizens through the use of educational subsidies from non-state finance. The level of running schools is mainly divided into undergraduate courses and specialties [6]. Student management research is of great significance to the further vigorous development of private colleges and universities in the future. Nowadays, private colleges and universities have become an important part of higher education. Private higher education has become an important part of China's higher education. It has played an active role in meeting the diverse needs of the people to receive higher education, training all kinds

of applied and scientific talents for the country, and promoting the development of higher education [7]. Due to historical reasons, the development path of private higher education in China will be different from that of other countries. Opportunities and challenges coexist. It will compete fiercely with public universities in terms of enrollment, employment and allocation of educational resources, and strive for survival and development in its cracks [8]. Therefore, some of the students will feel the broken cans and have passed the study. However, some students can take the admission to private colleges as an opportunity to work hard. They have shown strong motivation for learning on campus. They hope to obtain a diploma in higher education through study, which has a bright future [9]. In order to achieve faster development, private colleges and universities must achieve "student likes, teachers love, and social recognition." The key is to grasp and analyze the characteristics of students, to carry out various tasks in a targeted manner, and to form their own characteristics of running schools [10].

2. Characteristics of Students in Private Colleges and Universities

There are significant differences in the degree of student and social recognition between private colleges and public institutions. The students of private colleges are at a relatively disadvantaged level. The overall quality of students is not high, and individual differences are large. The comprehensive quality of students in private colleges is uneven and spans. Although there is no shortage of comprehensive quality, there is a general lack of sustained self-discipline and control, and the stability of behavior control is not strong. In addition, in some roads where there are safety hazards, the necessary traffic signs are lacking, and the surrounding stalls are seriously occupied, and traffic safety problems are worrying. These differences cause differences between students in daily life, learning, etc., which are prone to contradictions, lead to estrangement, leading to internal divisions within the class, and groups are not harmonious enough. Closed student management has become a common way of student management in private colleges. Especially in private colleges and universities, because of their relatively good economic foundation and strong sense of superiority, it is easier to spread the trend of "hedonism", "money worship" and "extreme individualism". It is manifested in the tendency of being driven by money, enjoyment and self-interest, and even in the lack of confidence in building socialism with Chinese characteristics and suspicion of Communist ideals. At the same time, the gap between the ideal and reality of the University also brings them pressure in life and resistance in learning. All these have become a huge stone in the psychology of students in private colleges and universities.

Most private colleges and universities have a weak cultural foundation, and some students are less motivated to learn. Some students attend classes. One is restricted by school discipline and the other is to cope with exams. However, they are confused about taking exams. They do not have the desire to accept compulsory knowledge. They are relaxed in learning discipline. There are many people who read novels or sleep in class or study by themselves. In addition, most private colleges and universities orientate the goal of talent cultivation as a practical type, and they will also arrange more applied courses in the formulation of talent cultivation programs, which makes the purpose of students' study and employment very realistic. Most students can actively cooperate with the management of the school, but because many students have developed the habit of free and scattered, they often lack self-restraint in learning, life and other actions. The characteristics of behavior, learning attitude, and psychological will are obviously different from those of ordinary public colleges and universities, and student management is difficult. With the adjustment of China's education strategy, that is, the transition from elite education to mass education, colleges and universities continue to expand enrollment, and students' student scores have decreased. In private undergraduate colleges, the quality of students is relatively poor, and students generally have a poor foundation and a low starting point. The management process lacks a detailed understanding of the students and is not willing to believe that students have the potential to self-manage. This obviously does not meet the rules of education management, and does not meet the characteristics of private college students in the new era. To a certain extent, it is not conducive to the development of students' personality and the improvement of comprehensive quality.

After the students' schools in private universities, the ideological pressures are generally relatively large. They always feel that they are inferior and are "second class college students." Students often do not pay much attention to the study and mastery of theoretical knowledge, but they are very interested in the practicality of the knowledge they have learned. When they learn, they will also show a mentality of quick success. In this way, although the employment rate of students is relatively high, after a period of time, due to the weak professional foundation, the stamina is insufficient. Private college students have a wide range of hobbies and advantages, but many students lack self-learning awareness, and their development in interpersonal relationship, thoughts, and cooperation is also extremely uneven. It is emphasized that students should be managed according to strict criteria. Many private colleges and universities follow the management methods of some high schools, formulate strict rules and regulations and norms of behavior management, and simply emphasize students' performance. In recent years, the comprehensive quality of students in private colleges and universities has been constantly improving, and students are actively demanding progress. However, the lack of social experience and immature mentality have led to such and such problems in their psychology, learning and behavior. At the same time, some students will agree with this discrimination, think that they are inferior to others, resulting in an inferiority complex, psychological sensitivity, easily lead to excessive behavior, triggering a series of conflicts.

3. Management Countermeasure and Measures for Students in Private Colleges and Universities

Student management and teaching work are the two legs of the survival and development of institutions of higher learning. Private colleges and universities should put student management and teaching work to the same height, neglecting any aspect, and the development of schools will become lame walking. We should use laws and regulations to adjust the rights and interests among students, teachers and schools, reduce the scope of administrative penalties, and integrate the management of college students with the management of social behavior as soon as possible. Through hard study and examination, some students have gradually realized the necessity of mastering systematic knowledge and paying attention to the new trend of professional development. Self-education ability has been greatly improved, learning enthusiasm and self-efficacy have been enhanced, and physical and mental health has been developed. Compared with public universities, private colleges and universities have weak risk-taking ability. Only by seizing the students' safety and stability can they talk about the development of the school. Change traditional ideological and political education methods, learn and master new ideological education theories and methods, and keep pace with the times. Understand and grasp the physical and mental characteristics of the object of education, and carry out ideological education in a needle-like manner, so that students can accept from the mind and thus change their behavior. The school cooperates with various functional departments of the society to carry out specific rectification work. Finally, the school and the various departments should regularly summarize the work, exchange information, communicate information, and make relevant policy measures for the new situation and new problems of school safety.

In combination with the reform of higher education, we should proceed from the new requirements of social development and progress on personnel training. We must change the traditional educational concept, effectively establish the people-oriented education and rationalization, and change the main body of teachers in teaching. Only by strengthening the cultivation of students' comprehensive qualities can we talk about the development of students. Only by grasping the professional development and training of students can we talk about social recognition. Only when students and schools develop together can private colleges and universities embark on a long-term stable development path. Court education has a subtle influence on students. Parents should develop their personality and conduct, improve their self-management skills, and develop good living habits. In order to better and more effectively implement student work and fully mobilize the enthusiasm and responsibility of student work managers, we should establish and

improve the incentive mechanism of reward and punishment for student work managers. In addition, in order to enhance the teaching competitiveness of private colleges and universities, we need to pay more attention to teaching mode, student management system and service. Obviously, this orientation is not conducive to the cultivation of students' democratic consciousness and participation consciousness, the formation of equal interpersonal relationship between teachers and students, and the advocacy of individual open and inclusive mentality.

In order to better complete the management work, private colleges and universities should improve their school-running ability in an all-round way. Only in this way can we fully understand and understand the specific situation of each student, grasp its ideological pulse, and enhance the pertinence of education management. In order to gradually change the existing educational management mode of students at school, College (department) and class level, political counselors and psychological counseling teachers with high theoretical quality and research ability can be selected to construct student counseling service system to undertake students' ideological and political education and mental health education. Care for the students' difficulties, caring for the progress of the students, and paying attention to the employment of the students. The main object of his work should be the overall student work of each department. For specific work, it should not be replaced and interfered too much. Supervise and promote students to develop good behavioral norms. Punishment is not an end, self-discipline and "prudence alone" are the purpose. Organize colorful campus cultural activities, enrich students' spare time, make them fully express themselves, gain self-confidence, and exercise good will quality from them. Compared with public universities and colleges, private universities and colleges are difficult to compare with public schools, whether from school hardware facilities or campus teachers.

4. Conclusion

In short, the management of students in private colleges and universities is a small and arduous task, which requires the cooperation of schools and the community. Student management work focuses on the management of people, things, things, time and space. Among these five elements, the management of people is more important. Private colleges and universities should give full play to their advantages in running schools, complement each other with public universities, and actively explore talent training models, and respond to local economic development, and strive to cultivate practical and applied high-quality talents to meet the needs of society. Student work is not only an important part of the management system of private universities, but also the cornerstone for improving the social influence of private universities and enhancing their core competitiveness. Pay attention to and affirm the value of student managers' work, and exert their enthusiasm and creativity to better serve students. Continuously improve the quality of student management staff and train them. Appropriately improve the treatment and welfare, attract professional student management personnel, and strengthen team building. The management of private colleges and universities in China should constantly strengthen their own development to solve the problem of uneven development of colleges and universities. Strengthen the management concept in an all-round way and solve the problem of lack of innovation in management concept. At the same time, the education of adolescents cannot rely solely on schools. Good family environment also plays an important role in the education of students. Private colleges and universities should maintain long-term and regular communication with parents in order to improve their work efficiency.

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