

The Application of Educational Management Psychology in the Management of College Students in the New Era

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Abstract: Among the disciplines of psychology in China, educational management psychology occupies an important position. With the progress of the times and social development, China's educational management psychology has achieved a good integration between organizational management, psychology and other disciplines, and has made great achievements. Therefore, in the process of student management in colleges and universities, teachers should use scientific and reasonable methods to realize the extensive application of the theoretical content of educational psychology in the process of student management, fully understand and master the psychological changes of college students, and clarify their code of conduct, in order to ensure the quality and practical effect of college student management. In such an environment, colleges and universities should make full use of educational management psychology to ensure the actual effect of student management. Based on this, this paper summarizes educational management psychology and analyzes the application measures of educational management psychology in college student management in the new period, so as to provide theoretical reference for the development of relevant research in the future, ensure the quality and effect of college student management, and promote the healthy growth and all-round development of college students.

Keywords: New Period; Psychology of Educational Management; Colleges and Universities; Student Management

1. Introduction

In the new era environment, in the process of college education management, the position of student management is very key. Educational management psychology mainly takes the law of individual psychological activities as an important research object, drives individual subjectivity, and ensures the quality of practical work and management effectiveness. In the current management process of college students, the infiltration of educational management psychology into the actual management of college students can not only ensure the quality and effect of college students' management, but also ensure the efficiency and timeliness of actual management. There are obvious differences between educational management psychology and traditional management disciplines, and its characteristics of personalization and humanization are obvious. Therefore, in the actual management of college students, we should implement the principle of taking college students as the center, pay attention to the mastery of college students' psychological emotion and cognitive law, and emphasize the cultivation of college students' personalization, in order to give full play to emotional factors, ensure the effectiveness of the actual management of college students and promote the healthy and sustainable development of China's higher education.

2. An overview of educational management psychology

Educational management psychology belongs to a comprehensive discipline that effectively integrates educational

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management and psychology. In the process of university management, scientific research and teaching should be effectively integrated into a targeted and systematic management discipline. In the process of actual management, psychology should be integrated into it. Based on the usual behavior and psychology of college students, psychology and educational management should be fully integrated in the actual management to build a perfect and reasonable knowledge structure system. Educational management psychology is mainly aimed at the psychological disciplines such as society and management. According to the practical activities of educational management, it has done a good job of integration and analysis, and formed a discipline that belongs to the management of colleges and universities in China. It belongs to a very complex process, which should have scientific and reasonable methods and unique theoretical basis to promote the healthy development of management psychology.

In the process of educational management, educational management psychology can make up for the problems and deficiencies existing in traditional management and ensure the efficient development of educational and teaching management. In the current process of college students' management, we should integrate educational management psychology into it, drive the enthusiasm and autonomy of college students, and gradually broaden the scope of college students' actual management, so as to be consistent with the cognitive law and thinking concept of college students in the new era. The goal of management psychology is to drive the subjectivity and enthusiasm of college students, pay attention to the personalized development of college students and realize humanization.

3. Application measures of educational management psychology in college student management in the new era

In recent years, under the environment of in-depth reform of China's education, the enrollment scale of colleges and universities is widening, and the burden and pressure of students' entering a higher school are increasing. In this case, colleges and universities pay too much attention to the actual learning achievements of college students and ignore the cultivation of college students' psychological level and psychological quality, resulting in college students facing psychological problems. The psychological problems of college students are very complex and diverse. It is very important to do a good job in the management of college students. Therefore, in the current process of college students' management, colleges and universities should infiltrate educational management psychology, in order to ensure the quality and effect of college students' actual management, improve college students' professional skills and comprehensive quality, and promote the healthy development of college students.

3.1 Paying attention to the psychological problems of college students and paying attention to psychological counseling

At present, college students are facing psychological problems to a certain extent, so it is very important to deal with this problem. Colleges and universities are an important place to cultivate high-quality talents for our society. Therefore, when imparting knowledge and skills to college students, we should cultivate their three views, so that college students can form a sound personality and establish correct values, world outlook and outlook on life. At present, in the actual management process of college students, we should establish the concept of equality and self-confidence and fully show the collective sense of honor of college students. At the same time, in the actual management of college students, teachers should pay attention to the good communication and interaction with college students to promote the healthy growth and development of college students. At this stage, with the rapid development of network technology, college students may be addicted to the network and rarely communicate with the outside world. Based on this, colleges and universities should ensure the efficient development of diversified collective activities and reward the winners in some aspects. In this way, the enthusiasm and autonomy of college students will be fully driven out, and they will be constantly encouraged to enter the society. In addition, high efficiency should also build a perfect and reasonable psychological counseling mechanism, pay attention to the psychological counseling of college students, and emphasize the guidance of their psychological problems, as well as pay attention to communication and interaction, so as to timely find the psychological problems of college students, take reasonable countermeasures to deal with them, and make the psychology of college students more mature.

3.2 Establishing the concept of student-oriented education and improving college students' self-awareness and independent consciousness

Independent consciousness in the new era, educational management psychology shows that in the process of college education, college students mainly occupy the main position. We should fully implement the people-oriented principle to ensure the efficient development of college student management. In the specific management work, we should ensure the humanization characteristics, show its flexible characteristics, and avoid the hard requirements. Colleges and universities should also timely grasp the situation of college students, ensure the full implementation of college students'

management, understand the psychological characteristics and psychological state of college students, and analyze college students. All the behaviors of college students should be dominated by motivation, and motivation is an important driving force for college students to meet their needs. If the needs of college students are met, they will be more active and positive, and feel very happy and proud. In the process of college students' management, colleges and universities should integrate educational management psychology into it to meet the needs of college students in various periods. At this time, teachers should guide college students to treat practical problems accurately, pay attention to the cultivation of their three outlooks, and improve college students' self-awareness and independent consciousness.

3.3 Improving the professional quality of psychological counseling teachers and helping college students set up correct goals

In the practical work of colleges and universities, psychological counseling teachers belong to the backbone. For excellent psychological counseling teachers, we should not only pay attention to the mental health development of college students, but also ensure the efficient progress of ideological and political education, promote the healthy growth and development of college students, and establish accurate three views. At this time, colleges and universities should create appropriate conditions according to their own actual situation to improve teachers' professional quality and comprehensive quality. In this case, teachers should be aware of the unique advantages and values of practical work and determine their own responsibilities. In addition, the positioning of colleges and universities for college students is not clear. Teachers should help college students do a good job of inquiry and analysis, evaluate their own level, and establish scientific and reasonable goals. Therefore, for college students in various periods, we should set different goals, drive their enthusiasm and autonomy, and set good learning goals, in order to improve college students' actual work cognition, and promote the healthy development of college students. Colleges and universities should create a good environment, keep pace with the development of the world, and establish a good educational concept, so as to implement new management means and methods in place, and ensure the efficient development of college students' management.

In short, in the environment of the rapid development of China's education, higher education occupies a position that can not be ignored. In the process of college education, student management is very important in educational management. Therefore, in the actual management of college students, we should keep pace with the times, implement the characteristics of the times, and better deal with the shortcomings in the management of college students, in order to achieve breakthrough and innovation, promote the healthy growth and all-round development of college students, and make it closely related to the healthy development of higher education. Colleges and universities are the key to knowledge innovation. We should strengthen the application research of educational management psychology and realize the wide dissemination and application of psychological content belongs to the mission given by the new era. Therefore, in the process of college education, in order to improve the quality and effect of student management, we should realize the innovation of psychological knowledge, gradually improve the innovation level of college students, and effectively improve the efficient development of student management.

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