

Research on the Cultivation of University Administrative Management Talents based on Government Function Management

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Abstract. In the new era, China's college education reform has entered a crucial stage. The administrative department is a management system that provides services for school education and guarantees the smooth development of educational activities. It is of vital importance to strengthen the level of administrative management in colleges and universities. Although the administrative management of colleges and universities in China is still controlled by the administrative orders of government departments, in the reform of education system and the transformation of administrative services, China's administrative management has shifted towards serving the society. How to train administrative professionals in this form is one. A question worth pondering. The cultivation of innovative talents and the construction of a service-oriented administrative management system integrating teaching and scientific research have made the school become an administrative management talent incubation base with strong responsibility, democracy, adaptability and knowledge. It is under the control of government functions in the future. Effective Ways to Train Talents in Administrative Management in Colleges and Universities.

Keywords: Government function management, Administrative professionals, University administration.

1. Introduction

The administrative management major is a new major added after the adjustment of the undergraduate major in 1998. Although it started late, it has a strong vitality. In just over a decade, the administrative management profession has rapidly developed from the initial fire of the stars to the current trend of the original. Up to now, nearly 500 undergraduate colleges have established this major in the country, and various colleges have also made active explorations in the construction of discipline systems and personnel training, and gradually formed a talent training orientation with their own characteristics [1]. In the process of the transformation of the functional control of the government department into the service-oriented stage, the administrative system with the inefficiency and the executive's "will" management as the core will undoubtedly be replaced by a convenient and friendly service system. Therefore, the development of the society means that the administrative management profession is well managed, professional talents are cultivated, and the construction of the teaching staff is greatly strengthened.

2. Problems in the Training of Administrative Management Professionals in Colleges and Universities

The so-called talent training model is the structure of talent training under the guidance of certain educational ideas and the relatively stable structure of education and teaching activities organized to achieve the goal. It mainly answers "what kind of talents to train" and "how to train talents". "These two fundamental issues. In short, the talent training model is "cultivating people". How can we improve the ability and quality of graduates in the current society with higher and higher requirements for college graduates, and cultivate talents that meet social requirements and become the current high important work of the institution? At present, local colleges and universities are based on the faculty strength of the school, the setting of the curriculum, etc., and the training of administrative management professionals still stays at the stage of theoretical education. The assessment of students

pays attention to the mastery of theoretical knowledge. The specific problems are reflected in the following aspects:

2.1 Professional Positioning is Unclear

Since the administrative administration was not approved until 1998, it was not found in the catalogue of postgraduate subjects promulgated by the former State Education Commission in 1997, but only appeared in the undergraduate catalogue issued in 1998. It is reasonable. Can administration be a first-level discipline? If it can only be a secondary discipline, then which one-level discipline should it belong to? And it is adjacent to other adjacent and similar secondary disciplines under the first-level discipline. What is the relationship and the degree of distinction? What is the category of the bachelor degree that corresponds to the status of the subject? The answers to all these questions are still being explored and guessed. Obviously, the current administrative management profession is like an "illegitimate child". The real "hukou" and legal "identity" in the professional and academic "big family" that have been promulgated in China are still unclear, thus highlighting the situation of its actual status. Worrying.

2.2 The Curriculum is Varied

Administrative management has a deep political knowledge, the political orientation of professional disciplines is prominent, and the training style tends to be politically cultivated. In the curriculum of administrative management, it is mainly based on political science and supplemented by economic and management. However, in the actual course opening situation, the number of professional elective courses and orientation classes is obviously different from the number to the dozen or more to dozens of doors, and the nature and category of the courses are the situation of a hundred schools of thought contends [2]. This has caused the professional characteristics of administrative management personnel to be inconspicuous. It has also led many government departments to become dissatisfied with the practicality of the courses offered by the schools, the ability and quality of the talents, and the satisfaction of the work of administrative professionals. The above data shows that the professional knowledge of the administrative management professionals in colleges and universities is lacking in professionalism and is not enough to shoulder the heavy responsibility of social management. Borrowing Michael Porter's "barrier" analysis framework, the survival status of administrative students is in the embarrassing situation of "low barriers to entry and high barriers to exit." It is difficult to show the core competitiveness of the profession.

2.3 Employment Situation is Mixed

According to the training objectives of administrative management personnel, the future employment of the major is generally in the areas of personal affairs management, knowledge center, knowledge community, conference management, address book management, document management, administrative office, work log management, and information management.

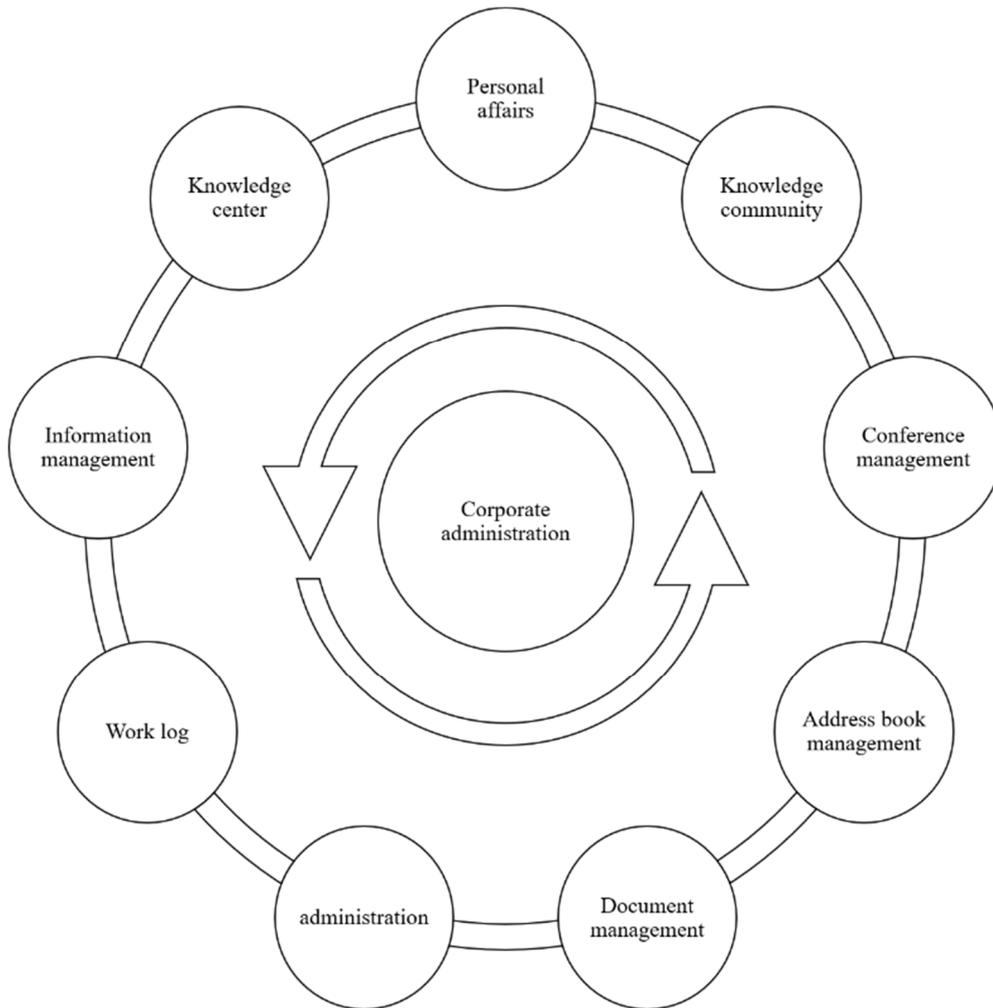


Figure 1. The goal of cultivating talents in colleges and universities

However, according to the actual situation, there is a state of supernatural power that is "the sky is high, the birds fly, the sea is wide and the fish jumps". In other words, it is the "nothing" state of graduate employment. Although the employment of this professional graduate is mostly a general management position, its actual destination shows a real state of "everything is different and each is capable". According to the statistics of the career network, the employment situation of administrative professionals in 2016-2018 shows the following pattern. The ratio of male to female is unbalanced, and the industry has a wide range of distribution. Graduates with a five-year monthly salary of less than 63% of the profession, only 13% of students stay in the first-tier cities [3].



Figure 2. Statistics on the employment situation of administrative professionals in the career network

2.4 Administrative Management Professional's Imbalance between Supply and Demand

According to the survey, among the most urgently needed talents of the government, professionals with a large proportion of demand are computer, legal and economic management professionals, while the demand for administrative management talents is extremely small and highly substitute, and the supply and demand of administrative professionals the dislocation phenomenon is obvious. Under the current education system, more and more students have been labeled as “standardized feeding”. Some even believe that high education and high ability have become inversely related. The single thinking and narrow perspective have become the bottleneck for talent growth. University graduates have no personality at all [4]. Therefore, the acceptance of administrative professionals in the society is very low. They believe that they lack practical knowledge and operational skills, and they have become “all-in-one” that can do everything and are not refined. The employers need professional technology. Talents, such deviations make the employment of professional management students difficult.

3. Analysis of Breakthroughs in the Training of Administrative Management Professionals under the Control of Government Functions

3.1 College and University Joint Training

The establishment of government institutions has been streamlined, some social functions have been removed from government functions, the state of government monopoly has been gradually broken, and the focus of government functions has changed from political governance to social services. It is necessary to treat the government and the public with a new perspective. Relationship, this is an opportunity for the cultivation of administrative personnel in colleges and universities. The training of oriented talents in service-oriented society is a way out for the training of administrative management professionals. To this end, the university administrative management profession can unite with the government, and the school and the government agencies sign an agreement to reach a cooperation intention, and then the teacher leads the team to the internship unit or selects the internship institution according to the student's wishes. The school provides assistance, which reduces the management costs of colleges and universities, enhances the ability of professionals to work and the employment rate. Through the cooperation between the school and the government, students can gain the opportunity to learn in government agencies and make full use of what they have learned. The basic point of cooperation between universities and the government is a win-win situation. How to achieve the cooperation between universities and the government under the goal of win-win and promote the improvement of the teaching quality of administrative management in universities requires more efforts from both the government and the universities [4].

3.2 Cultivate the Service Concept of Administrative Management Students

Although the administrative management profession has been popular in recent years, the employment situation is not as good as expected. One of the most important reasons for the students to get the offer is that the mountain looks at the mountain, so miss one opportunity after another. The main reason for this is that students put themselves too high. They always think that they are studying administrative management. They should be engaged in administrative management, such as government agencies, public institutions, and public institutions. It is in this context that once you enter the society and feel the gap, it is easy to get lost, or even fall. In the process of education and teaching of administrative management, we must consciously instill the public concept into the students, and integrate the elite consciousness with the public concept: on the one hand, we must emphasize the pan-service of the profession (ie, administrative service), so that students can Administrative profession management has a rational cognition; on the other hand, colleges and universities should guide students to establish service thinking in the process of student learning, aiming at serving administrative affairs rather than managing administrative affairs.

3.3 Construct a Distinctive Curriculum System to form a Reasonable Academic Orientation

In an environment where government administrative management and service functions are gradually strengthened, in order to adapt administrative management professionals to the needs of social development, it is necessary to create a new situation in multidisciplinary integration. Administrative management professionals must have the professional qualities of becoming qualified "professionals", including personality literacy, scientific literacy, management literacy, legal policy literacy, logical reasoning and innovation ability, which requires teaching in regional culture and school professional advantages. The system is adjusted, and the post of the administrative management profession needs to be analyzed to determine the basic framework of the curriculum system, and form a professional curriculum system that is carried out simultaneously with "basic training" and "module training". "Basic training" refers to the professional foundation courses necessary to meet the development of students' abilities. It consists of professional basic courses and general courses. In the general education section, the public management class is established to train relevant disciplines of administrative management, but it does not mean that "generalist" education is limited to the necessary relevant professional knowledge acquisition, and the administrative management professionals are qualified. The quality of the professional. "Module training" refers to setting up professional core curriculum modules and professional quality development curriculum modules. The professional core curriculum modules are compulsory courses, and the theoretical knowledge and vocational skills of administrative management professionals are trained to have basic operational skills. The professional quality development module can Choose a different direction for design, students can decide according to their own quality and development. Combine "basic training" with "module training", and at the same time pay attention to the inherent logic of the professional curriculum and the connection of the system, and promote the all-round development of administrative professionals [5].

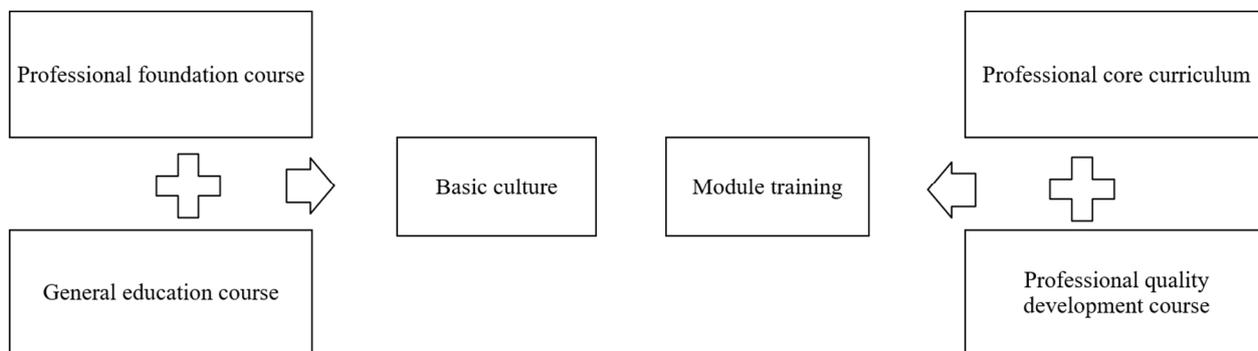


Figure 3. teaching system construction

3.4 Equipped with a Professional Faculty

For professional new teachers, it is necessary to strictly select in the aspects of academic level, subject professional direction, scientific research ability, teaching level, etc., in order to ensure that the comprehensive quality of their business is as good as possible; in addition, the administrative management professional application talent training needs, It is necessary for colleges and universities to engage in the appropriate number of "social tutors" who are employed in public institutions and administrative departments, such as e-government, human resources development and management, and most professional practice courses. They have practical advantages, a combination of theory and practice, and can also make up for the teaching disadvantages caused by the lack of practical knowledge of college teachers [6].

4. Conclusion

At present, the administrative management profession has a short development time in China, and many areas are still blank. The development of the discipline is still in the exploration stage. Although

there are differences in the views on the key talent development path, the goal of training administrative talents is basically the same. The cultivation of administrative management talents should be based on the construction of the curriculum system, improve the setting of basic courses and professional courses, and build a knowledge system to improve students' comprehensive quality through theoretical study. With the development of society, the original talent training system should also be innovative. The cooperation between schools and the government as a new administrative management talent will gradually receive attention. In short, the administrative management personnel training method needs to learn from the training mode of foreign developed countries, and further explore according to China's national conditions.

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