

# The Application of Flexible Management Concept in the Management of College Students

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**Abstract:** In the context of the new era, with the continuous increase in the number of college students, students management has become increasingly difficult, and traditional management methods are no longer applicable. Modern college students have a strong sense of autonomy and a high level of comprehensive quality, with obvious personality characteristics. Colleges should break through the limitations of traditional management thinking, actively improve and innovate management work, and adopt flexible management methods. It's important to determine the humanization and student-centered principles of flexible management application, changing management concepts, improving flexible management systems, promoting the development of campus culture to implement a management method that combines hard and soft, thus laying a solid foundation for the comprehensive development of students.

**Keywords:** College Student Management; Flexible Management Concept; Application Strategies

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## Introduction

Flexible management is a core concept proposed based on the “student-oriented” management philosophy. Students management work plays a crucial role in various aspects of school work, which is related to the harmony and stability of the school. The application of flexible management in college student management can fully tap into its potential, which is of great significance for improving the level and effectiveness of school management work.

## 1. Characteristics of Flexible Management Concept

### 1.1 Student-Oriented Concept

Flexible management is a student-oriented management concept. The basic goal is to fully mobilize students' learning enthusiasm and inspire them to actively participate in the process of maintaining organizational will. In the management of college students, it is necessary to always implement the “student-oriented” concept, pay sufficient attention to students' personality traits in management, and try to avoid using forced management methods. Management methods such as emotional communication, care and consideration, and persuasion method should be used to give students a sense of being needed and recognized. This psychological need for respect is greatly met, allowing students to actively participate in their own learning and classroom activities, and gradually realizing their own value.

### 1.2 Following the Development Personality of Students

Flexible management emphasizes respect for students' individual characteristics, complexity, and uniqueness. Currently, some universities still rely on traditional models based on rules and regulations for student management. This strong external constraint will further stimulate students' rebellious psychology, thereby exacerbating the contradictions between students and teachers, as well as between students and schools. The concept of flexible management can effectively solve this problem. In flexible management methods, teachers should respect students' personal preferences, personality traits, and wishes, and adopt appropriate management methods based on their characteristics to ensure that their individual development needs are met.

## 2. The Role of Flexible Management Concept in College Student Management

### 2.1 Focusing on Serving Students

Under the new era, the construction of the teaching staff in universities requires new talents. Applying the concept of flexible manage-

ment to student management in colleges can draw relevant experience and skills from successful enterprise management examples. At the same time, it can effectively combine it with relevant practical experience and skills in psychology and education, truly strengthen the integration of teaching and education, and focus on the value of students themselves. It can be said that the teaching concept of flexible management is not only an important way of managing students in colleges, but also adaptable to the development of the new era.

## **2.2 Contributing to the Good Development of Students**

Compared to previous rigid management methods, the concept of flexible management focuses more on the emotional experience of students and how to promote their healthy development. In universities, managers should attach importance to the concept of flexible management and educate students through flexible management methods to gradually develop correct values and outlook on life. In the process of implementing a flexible management model, especially in the process of individual communication with students, it is necessary to listen to students' emotional expression and psychological needs, fully reflect on their subjectivity, and completely eliminate their resistance to leadership work. In this process, it is necessary to fully play the leading role of teachers, it is advisable for teachers to pay attention to improving students' self-discipline and consciousness, and promote their healthy personality development.

## **2.3 Ability to Create a Harmonious Campus Atmosphere**

The rigid management method is the basic foundation for schools to implement student work, which mainly constrains students' behavior through systems and guidelines, creating conditions for the realization of "Law". Flexible management, on the other hand, pays more attention to the subject status of students, reflecting the "Affection". College student management personnel need to be familiar with the school's various rules and regulations, as well as have a deep understanding of relevant national laws and regulations, in order to carry out emotional management and provide appropriate guidance for students. Emphasizing the application of the concept of flexible management is not to completely abandon the rigid management model, but to achieve an effective combination of flexible management and rigid management. It is necessary to solve the problem of rigid management from the perspective of "Law", while also taking into account the "Affection" aspect of flexible management, in order to strive to create a harmonious campus atmosphere.

# **3. The Application Strategy of Flexible Management Concept in College Student**

## **3.1 Constructing the Concept of Developing Students' Personalities**

In the implementation process, the concept of "student-oriented" should always be implemented, emphasizing the physical and psychological development of students, adopting specific and effective management and incentive methods, and flexibly managing students. On the one hand, we should respect the subject status of students. College students are all adults with initiative and independent personalities, Management personnel should deeply explore the intrinsic needs and characteristics of students, so as to maximize the satisfaction of students' inner needs. By improving their innovation ability, developing independent and autonomous abilities, students can play their role in all aspects. On the other hand, it promotes the comprehensive development of students. With the development of the social economy, various industries need to have a comprehensive demand for the skills of talents. Graduates with "high vision but low skills, high scores but low abilities" find it difficult to meet the needs of social and economic development. Colleges are the main places for delivering talents to society, they not only focus on the cultivation of knowledge and skills, but also on the comprehensive development of students, enabling graduates who "step out of campus and enter society" to have a sound physique, noble morality, and rich cultural literacy, and providing comprehensive talents with balanced development for society.

## **3.2 Emphasizing Infiltration of Media Management and Educational Methods**

In the information age, we should actively apply new media technology to better leverage the advantages of new media and carry out student management work in universities, and pay attention to highlighting "student-oriented" learning activities in the classroom. By uti-

lizing modern educational technology, we can strengthen the management of student work, comprehensively understand, grasp, and analyze students' psychological characteristics, personality preferences, growth patterns and learning environment, etc., thereby achieving modern student management. Modern new media management methods enable universities to achieve cross platform, fast dissemination, and timely access to required information. This model breaks through the limitations of traditional methods in terms of time and space, stimulates students' initiative, making their work more efficient.

### **3.3 Optimizing and Improving Management Systems**

Compared to rigid management, flexible management is more emotional. Rigid management is based on norms and systems, using supervision, rewards, and punishments as means to carry out management work, while flexible management focuses on students and pays more attention to their spiritual and psychological levels. Colleges should further improve and optimize their student management system, implement flexible management methods to highlight humanistic characteristics and improve the effectiveness of flexible management. On the one hand, in the process of formulating student management systems, it is necessary to develop a scientific and reasonable set of student management systems based on students' wishes and needs, and their specific circumstances. To make students aware of the school's management system, it is necessary to transform it into conscious action and encourage them to develop good personalities and habits. On the other hand, it's advisable for school management to transform students management into student service, transform management methods from the transmission of instructions by managers to communication between teachers and students, making students feel the care and enthusiasm of management personnel, and reducing students' resistance to management methods.

### **3.4 Creating an Ideal Flexible Cultural Atmosphere**

Introducing the concept of flexible management into student management and creating a good cultural atmosphere can improve the efficiency and effectiveness of student management work, as well as cultivate students' attitudes towards life and correct values. Therefore, strengthening the institutional construction of schools and creating a good campus cultural atmosphere is an important guarantee for doing a good job in student management. The student management department should attach importance to promoting the school spirit, fully play its role as an example, influence surrounding students to cultivate students' motivation to participate in campus cultural practice activities and provide assistance for their independent management and supervision.

## **4. Conclusion**

In summary, introducing the concept of flexible management into university student can not only improve the quality of management work, but also provide strong guarantees for creating a harmonious campus environment. Universities should deeply combine traditional rigid management methods with flexible management concepts, pay attention to students' psychological changes, guide their psychological work, and promote the implementation of flexible management concepts in student management.

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