

From Class to Market Benign Interaction ——Explore the Marketing Operation Mode of Class Management of Higher Vocational Students

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Abstract: In higher vocational colleges students' daily management is the most important and most headaches, school for the higher vocational school students daily management methods, to explore education brand management, improve the students' society, the market management idea, to build with love, tolerance, confidence of higher vocational students ideological soul support, awaken their self-esteem self-improvement habit, cultivate lofty career goals; It is helpful to strengthen the students' management and employment in vocational colleges to conform to the concept of educating people, and improve the quality of education of higher vocational colleges.

Keywords: Higher vocational students; Marketization education; Brand management; Human love

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1. Introduction

It is well known that the head teacher of the high vocational school is more difficult because of the increasingly difficult work of the head teacher in the external environment. First, the students of this stage are developing rapidly, in the transition of emotional maturity, and the rebellious mentality is stronger. Second, the structure of current higher vocational college students, the vast number of students score is low, there are relatively more than half of the students self-discipline is poorer, relatively loose organization behavior, study on active consciousness is not strong. However, in the face of many difficulties and pressures, how can the head teacher make students obey the law, be healthy, stable and positive? What is the motivation for learning and life? Through long-term exposure to the student exchanges, feel the lack of them blindly and goals for the future, to awaken their efforts for the self direction and goal expectation, the author combining the operation mode of the outstanding enterprises, the marketization of higher vocational students' daily management method, brand education management into exploration, to strengthen higher vocational students in the class management team consciousness, competition consciousness, quantitative appraisal target system of market-oriented operation, effectively improve the quality of education in vocational colleges.

To explore the daily management methods of higher vocational students, it is necessary to know the characteristics of higher vocational students. It is a science, an art and a skill to explore the rules of thinking and action to integrate into this group. Student management is no exception.

2. The Main Characteristics of High Vocational Students

The age of higher vocational students is generally 17 or 18 years old. It is in adolescence or in psychology that it is called "psychological weaning period". This period is the most intense period of psychological and emotional change, and it is also the stage of the growth discrimination of many psychological factors, conflicts, confusion and confusion. And most of the students in our school is in xinjiang local (larger fields gap), mostly minority students, since the childhood living in the countryside, the natural condition and the life is relatively backward, the parents for the sake of life is not a farming is odd jobs, at ordinary times is not care about children's study and life, most of the students in learning and behavior control methods is relatively loose, the university entrance exam is relatively poor, the main ingredients of higher vocational education students is made up of such a level group. The external features of the show have the following aspects:

2.1 The Class Lacks of "Three Hearts"

In xinjiang due to geographical conditions, and the living environment of the poor minority regions such as southern xinjiang primary and secondary school education conditions and poor quality, backward ideas, problems in the field of ideology, part of the students in elementary school, junior high school, high school, and in recent years around the one-child is on one of the most high school a few years, undergraduate course colleges and universities enrollment expansion, enter oneself for an examination the number of students in higher vocational colleges to reduce unceasingly, at the same time, the quality of students of students falling. Some students have not participated in the college entrance exam, which is a form of enrollment, such as three schools, three + 2, 2 + 3 forms, or another year to participate in the higher vocational college entrance exam. So what they lack first is self-confidence, from the bottom of the heart feel inferior. Secondly a lack of love, family, society of their attention is not enough, lead to young students to respond to some of the social bad phenomenon dull, things have nothing hangs, high for other people's care for granted, the lack of love and care for others. In the end, it is the lack of collective honor, and the lack of consciousness of collective sense of honor. This is a major factor in the loss of higher vocational students.

2.2 Procrastination, Lack of Time

Xinjiang is most of the students who come from indigent students in higher vocational colleges, a lot of people from relatively backward living in the rural poor, slow pace of life, education condition is poor, especially in southern xinjiang minority students also use "xinjiang time" (two hours difference with Beijing time), I learned to be late, leave early, kuang used to the phenomenon, is not I can't be late in their consciousness but the teacher won't tube me, even the lateness as a psychological personality attention. Ming knows that he is going to be late, but he still has a good time to walk on the road. He never takes it as a form of his own good quality, as a kind of virtue of the Chinese nation.

2.3 Poor Self-Control, Lack of Ideal Goal

The low score of the college entrance exam is the main reason why they choose high vocational college. Most people are blind to learning, have no self-goal, and seldom participate in group activities. Because of the weak foundation, the class is not serious, most become "mobile phone control". But their intelligence is normal, their thoughts are much, but they are not strong because of self-discipline. Often their thoughts and opinions are ignored, and they will be treated as problem students for a long time. Their main problem is to get into the habit of being active from

childhood. They can't sit, be lazy, lack concentration, talk, and lack self-control.

3. Moistening is the Voice of Truth

In combination with the three characteristics summarized above, I have been working in the work practice for many years as the head teacher of the higher vocational school, and I have explored some methods to share with you:

3.1 Refine Management and Create a Good Class Style

An outstanding class team should have the rigorous work style to influence, restrain each student's thought, regulate every member's daily behavior. To cultivate positive and energetic team public opinion guidance, to guide the collective existence of behavior phenomenon to conduct positive discussion, evaluation.

First, a good leadership team should be formed. In order to build a team of unity and mutual assistance, we need to have a core team with strong execution. My class cadre is the combination of enterprise to construct the management forms, such as the monitor for the chairman, the secretary of the league branch secretary for (vice chairman), vice President for executive director, all the members of each department manager and so on, way is to break the original class cadre's intrinsic cognition, in a novel way to class's and grade's attention and enthusiasm, and secondly, is the operation of the market in their psychological and behavioral patterns exert a subtle influence on culture. Before choosing the class cadre, I carefully observed each student performance, determine the better part of the study, discipline, a strong sense of responsibility and enthusiastic service to others as students cultivate object, make the students first to accept the new mode of class management, as activists and leaders of the construction of the classes.

Second, refine class management work, is the important measure of the teacher in charge to do a good job of class management in determining the good leadership, for a detailed post on their powers, in class, and personal term comprehensive evaluation result for the virtual money to class management and financial accounting in detail. To formulate a set of students' approved class management system, the class management system shall carry out quantitative management to students, the award shall be awarded, the penalty shall be punished, and the award and punishment shall be clear. Board for each student's learning, discipline, health and so on various aspects of the situation to do the weekly staff meeting summary (class), monthly departments must carry on the business situation, sales ranking by financial institute of (evaluation), wages

(moral). When students can't get a position in some areas, the relevant managers should prompt, education, guidance, and targeted to carry out the work. The head of the class is listening (before the class committee) is necessary.

Finally, it is a key link to cultivate students' collective sense of honor in the collective education, to cultivate students' collective sense of honor. The formation of collective sense of honor will promote class progress and lay the foundation for students to adapt to social development in the future. The singularity is the characteristic that combines the class student composition, according to the construction plan of the enterprise brand culture to collect the class song, the class training, the class management regulations. Such as "optional class training students in our class is happy every day, no limits to the athletics member of committee organization everyone running, exercises every day does not make the request (school), the use of morning exercises night lessons collective chanting class motto, singing class song, to motivate our team consciousness. Second, for each students the opportunity to show themselves, and put forward the executive manager week rotational value system, class committee to take the lead, full participation, each week, mutual supervision, on Friday, responsible for the daily management of class a week, conference call, each work task allocation, supervision supervision and inspection, etc. The aim is to experience the happiness of class management through the process of value week, and to provide every member with a platform to try the management. Third, due to the limited expression ability of the class students (minority students), the speech of a contestant in the "super orator" was played for 5-10 minutes on the theme of weekly moral education. Then, according to the order, five students will be able to imitate their own stories, generally speaking for 3-5 minutes, so that each student can express themselves well. Fourth, the use of college "Wolf road outdoor club" platform, adhere to all the members of the class a month together to school walking around 10 km (every time want to consider different routes), group games, sharing their food, carry each other and help each other and exchange feelings. If so, the cohesion of the class will be improved. The board of directors of the fifth, use a variety of festivals, festival gift marketing plan, purchase gifts, division of labor, according to the group division area to carry out the marketing work, breaking the students shy, limit time performance appraisal, such as "excellent. The most important thing to do is to take the hard work from top to bottom and strengthen the execution of the team. What is execution? See the ground dirty, want to sweep the floor, then took the broom to sweep the ground sweep, the ground sweeps clean, this is the execution. When every-

one thinks of him as a habit, our execution is enhanced. Instead of a passionate bout of enthusiasm, a calm mood and no law, that would have no effect.

3.2 Learn to Forgive, to Love, to Build Relationships

Tolerance is an incentive. In enterprise management, tolerance is more powerful than punishment. The head teacher should be fair, just and equal to every student in the class as his own friend. But tolerance does not wait to connivance, must grasp the degree.

In enterprise management, the first is to create a comfortable working environment, managers need to tolerance, outstanding achievements is encouraged, performance does not meet the needs of the target management of tolerance, which is an objective analysis and understanding of error working staff, more need managers' tolerance, is the evaluation and guidance of seeking truth from facts. The management learns to be tolerant, it should dilute the power consciousness, has the heart of the person. Don't worry about a single thing, don't take it personally. The teacher of class teacher education students demanded to be strict, to be wide. Only by treating students well, can we evaluate students comprehensively, objectively and impartially, and praise or criticize them won't show "one bias, one bias". The reason is to love and not to be strict, for the reason is to be weak, to be too close, to be indifferent, to be indifferent, not to be right and wrong. The student kisses his teacher, believeth his way, then makes his way, and then he guides.

3.3 Pay Attention, Silence is Golden, Build Confidence in Students

As the head teacher of high vocational school not only want eye to reach, mouth to, more important is the heart to arrive. Higher vocational students are mostly in the late teens, the outlook on life, values has yet to mature, main show is: life, the pursuit of material, struggle dedication, pay attention to economical, practical and material benefit priority, mix a day is a day of psychology. Ideal: economic benefits and power to pursue first, lack of self-confidence and lack of credibility. We should pay attention to the students' psychological changes, and grasp the students' thoughts and thoughts in a timely manner, so as to help students solve the problems of boredom and blindness. In education and guide, must pay attention to methods, peer relationship, with equal person to person contact friends, more thinking about some stood in their point of view, the school system, the requirement for multiple perspectives and methods to carry out more, let them think you always for their, interests, with sincere words and the actual action to impress them. They'll think about it for you.

As the saying goes: "the sea is a hundred rivers. The wall is in a great place. In the past enterprise idea of "Commons" serious, equalitarianism ideological trend, don't pay much attention to employee motivation, caused the widespread lack of confidence, the status of the power is not enough, make the organization and management of all kinds of measures to implement smoothly. In the present high vocational students generally lack of self-confidence, to stimulate students' confidence, the first teacher should establish the confidence of the students. Establish effective performance appraisal and treat every student (employee) fairly and fairly. It is normal for students to make mistakes, and it is not normal to make mistakes. The expectations of students should be realistic; It is not just achievement, discipline, success or failure. When you have this education idea, you may know how to ask students, education, to manage students. To learn to motivate them to make progress every day, be good at finding positive factors in students, praise more encouragement, students' self-confidence will be enhanced, and learning initiative will be transferred accordingly. We want to know some of them are not sensitive, suspicious, fragile, narrow, depression, irritability, if you can't see right, deal with the issue of students, lead to education deviation, lead to more problems.

3.4 Establish the Ideal, Clear the Target, Construct the Thought Soul Support

Confucius said, "man must not be unambitious, and he is unambitious. "Today's high school students are in an age of competition and change. They are all eager for success in their own life. When each student is confused about life, the future, facing his studies and facing employment, they think about the same question: what kind of job will I choose? How can I prepare myself for my success in thinking, psychology and skills? In view of this situation, we carry out the goals of the informative education ideal, such as conducting successful entrepreneurship education and employment training course, please entrepreneurial success alumni to school "entrepreneurship, employment experience symposium, please cooperation entrepreneurs" footprint "forum, etc. Through these measures, students will be able to redefine their goals and set lofty ideals, which will support the thought and soul of the students.

3.5 Self-Reliance, Honesty and Credibility, and Cultivate a Good Professional Character

Honesty is the basic rule of life. In my daily life, I ask my students to tell me the truth, regardless of their thoughts and motives, and I will help to support him. If students get a lot of lies to leave early at the weekend, you don't know the truth will be more worry, I will encourage you as long as you tell the truth I can batch, some male students will

tell I want to go to the Internet pack night, to a friend's birthday, and so on, must train them to be honest honest consciousness, I will tell him not to go far, introduced him to a safe location, and ask the cellphone to school on time, and so on; This way you will be able to get a clear sense of where they are going and not be dazed.

3.6 The Management of Higher Vocational Students, Anticipating First, Managers Should be in Full Control of the Possible Situation

The management of higher vocational students (especially ethnic groups) should have the foresight. It is the foresight of all things to prepare for the future. Foresight is not divination but wisdom. The scientific foreseeing needs to investigate, analyze and study the relevant situation thoroughly, and we need to know the relevant things accurately. Foresight is an ability. It's not born. It needs us to keep on learning, enrich our knowledge, broaden our horizons and improve our ability of analysis, to grasp the problem and creative ability, on this basis, the formation of our ability to foresee.

For higher vocational students of management education, guide, thoughts and actions to improve the talent, free-standing self-improvement, honest and trustworthy, professional ideals, professional cultivation and the integration of modern enterprise management concept, has yet to be further explored and improved.

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