

Research on the Value Orientation of Higher Education under the Concept of “People Oriented”

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Abstract: The current development of higher education has been continuously deepened and upgraded. With the continuous implementation of the concept of “people-oriented”, it has increasingly played a positive role in the deepening reform of higher education management. In order to grasp the scientific connotation of “people-oriented” in higher education, we should deeply understand the necessity and internal requirements of “people-oriented” in higher education, which will help to further explore the value orientation of higher education under the concept of “people-oriented” and build a “higher education” for universities. The implementation path of the people-oriented concept provides some feasible countermeasures.

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1 The scientific connotation of “people-oriented” in higher education

What is man? Rousseau once said: “The most useful and incomplete of all kinds of human knowledge is the knowledge of ‘people.’” China has had a “people-oriented” argument since ancient times, and it has played a role in governing the country and education^[1]. “People-oriented” in higher education mainly refers to the perspective of people from the perspective of the system or management model in the process of education management. It pays attention to the existence and spiritual growth of human beings. Its value orientation is “the comprehensive development of human beings”^[2]. Since ancient times, Confucius,

a well-known educator in China, has put forward the idea of “having no teaching and no class”. He regards students as the main body of teaching activities, and adjusts the teaching content and teaching mode according to the actual situation of the students. Therefore, people become the fundamental of everything, so people in education activities are the core concept of education.

The management thought of humanism originated from the Hawthorne experiment of Mayo in the Hawthorne factory in the United States. Later, it was further expanded and interpreted by scholars such as Barnard. The idea of people-oriented is different from the assumption of economic people. As a management object, a tool for production, and began to study the motivation of people’s own behavior. From the perspective of human needs, study the way people are motivated. The people-oriented management concept of higher education, that is, the emphasis on human role in re-education management, must cultivate people, respect people, discover people, and then complete the core of education. In higher education, people need to be regarded as the core of management. They respect the development of people in the process of management, understand the characteristics of people, and improve the effectiveness of higher education in the teaching mode of teaching students in accordance with their aptitude.

2 The necessity and internal requirements of “people-oriented” in higher education

Under the long-term influence of the management system of colleges and universities, higher education management is influenced by many traditional concepts, and there are many ills that restrict the way of

innovation.

First, the original education system can be solved because of the traditional concept of outdated theory. It will always leave some problems, such as the management of university management, the management strategy of managerial affairs, and the importance of the number of papers in the teacher's appraisal. The top management of colleges and universities pays more attention to the results than to the process. For higher education, it is more about monitoring than management. In the process of management, it does not promptly listen to the suggestions for improvement of students and teachers. It is like the relationship between the monarch and the minister in the feudal society. It is just another way of embodying all teachers and students as their own will, and these have blocked the pace of colleges and universities to catch up with the times, affecting the reform of higher education, and restricting the implementation of the people-oriented concept in higher education management.

Second, the teachers of colleges and universities are insufficient, and the teaching methods lack innovation consciousness. Teachers are the main guides in students' learning life. Therefore, colleges and universities should strengthen the training of teachers and effectively improve the teaching level and teaching efficiency of colleges and universities. At this stage, because the society has higher and higher requirements for the comprehensive quality of college students, it is necessary for colleges and universities to strengthen the training of the teaching staff. At present, many college teachers in China still follow the traditional way of teaching in theory. The teaching methods are too singular and cannot effectively popularize practical education.

Third, the lack of students' awareness of subject rights. The purpose of higher education is to promote human development and promote social development. China's higher education has only unilaterally attached importance to the transfer of knowledge rather than two-way communication and interaction for a long time^[3]. Therefore, the judgment of the quality of higher education pays more attention to its social service function, unilaterally pursues social needs and consumer satisfaction, neglects the individual development needs of students, and causes students to passively accept, which is not conducive to the exertion of subjective initiative.

Based on this, adhering to the value orientation of higher education under the people-oriented concept, standardizing and innovating education and teaching is the reform direction of many college education management work. In order to continuously improve the quality of education, education managers and educational practitioners should actively implement the people-oriented education concept.

3 The implementation path of the “people-oriented” concept in colleges and universities

Putting people first, standardizing and innovating education and teaching management is the basic principle for improving the quality of education and teaching management, and it is also the reform direction of many college education management. In order to continuously improve the quality of education, education managers and educational practitioners should actively implement the people-oriented education concept.

3.1 Updating the concept of education and teaching management

Changing the means and methods of management is one aspect of improving the quality of education, but more importantly, changing ideas and ideas. “The value orientation of education is the product of the combination of educational values and educational practice, and it is the unity of subjectivity and objectivity.” The current educational process emphasizes compulsory activities such as restraint and supervision in education management, thus ignoring the influence of incentives and guiding mechanisms, making students lack enthusiasm and vividness in the classroom^[4]. In the process of higher education teaching, we should actively standardize the various teaching behaviors of teachers in the teaching process, adhere to the concept of students as the main, and reflect the main status of students, so that students can receive high quality education.

3.2 Enhancing the comprehensive literacy of teaching staff

In the process of school education, faculty members are a very important role, including teachers, education managers and so on. The level of comprehensive ability of faculty and staff has an important impact on the improvement of students' learning ability. In

view of the current low level of comprehensive ability of college teachers, first of all, we should strengthen the cultivation of the faculty's ability and quality, and establish a high-quality faculty team. Schools must implement a strict faculty access system. Before appointing teaching, it is necessary to examine the faculty's abilities, and to explore the professional level and individualized literacy of faculty members, not only to recruit more theoretically. Teachers should also recruit more practical teachers to ensure that faculty members have solid professional knowledge and noble personal qualities. In the process of education and teaching, it is also necessary to strengthen the continuing education of faculty and staff, pay attention to the training of faculty and staff, develop detailed and systematic training plans and programs for them, and focus on cultivating academic leaders of the school. In addition, it is necessary to provide more opportunities for faculty members to enhance their literacy skills, so that they can continuously improve their education and teaching.

3.3 Reforming traditional education models and methods

The traditional "cramming" teaching mode has not adapted to the needs of the times. Therefore, in the new era, colleges and universities should adhere to the concept of people-oriented, in the classroom teaching with students as the main body of teaching, reform the talent training methods and training objectives of colleges and universities, and take the professional demand as the guide to enhance students' practical ability. Teachers should adopt new teaching methods and reform traditional education models and methods. Specifically, we can start from the following aspects: First, we must constantly stimulate students' potential in teaching. Personality is the soul of education, and higher education should shift from standardized education to personalized education^[5]. To improve students' learning ability, it is crucial to see whether students have exerted their own subjective initiative. Second, strengthen the exchange of roles between teachers and students. In the teaching process, you can try to exchange the roles of students and teachers, highlight the students' subjective status, so as to effectively stimulate students' interest in learning, and also guide students to learn correctly, leaving enough time for students to practice training. Third, strengthen the cultivation of cultural awareness^[6]. In today's colleges and universities, cultural awareness has become a very important element. With the rapid

development of the current economy, the society has higher and higher requirements for students' ability, and the emphasis on many excellent cultural traditions is not enough, leading to a relatively empty education and teaching process. Strengthening the various cultural experiences of students in daily learning can effectively enhance students' self-learning ability.

3.4 Strengthening the application of modern educational methods and technologies

The existence of human beings is inseparable from the environment, cultivating the whole person, and the need to create a healthy and uplifting educational environment. In the era of rapid development of information technology, the use of people-oriented concepts in the process of school education needs to change the traditional single teaching methods and methods^[7]. Strengthening the application of modern educational means in the process of education can effectively stimulate students' potential, mobilize their initiative in learning, and thus improve the quality of education and teaching in colleges and universities. For example, students can be arranged to conduct discussions, performances, interactive learning, etc. during the education and teaching process to promote communication between teachers and students and students. This not only breaks the traditional single theoretical teaching form, but also combines traditional teaching methods with modern educational technology. In the current educational process, various advanced multimedia technologies, computer technologies, etc. can also be utilized to enhance the appeal of education through a combination of theory and pictures and music. At the same time, it is also possible to carry out communication and learning among students through the online platform, establish some study groups on the network platform, and let the students speak freely in the group, give full play to the initiative and enthusiasm of the students, and encourage them to think actively and carry out anytime and anywhere. Learn to modernize school education.

3.5 Strengthening the reform of the teaching evaluation system

In the process of education and teaching in colleges and universities, we should combine the current concept of quality education, carry out a comprehensive reform of the teaching evaluation system, and reform various evaluation methods and methods in

the teaching process. The evaluation system should emphasize the combination of performance testing and comprehensive assessment. In the evaluation process, the actual situation of the students' learning should be added^[8]. The specific content includes not only the students' academic performance, but also the students' normal learning status, so that the students have a comprehensive grasp of their overall learning status. College education is an important link to improve students' comprehensive ability. People-oriented as a new educational concept should be widely used in college education and teaching practice. In the process of education management, teachers should adhere to the people-oriented concept, standardize and innovate the education and teaching management process, make full use of various teaching resources, improve students' learning ability, and improve the quality of education.

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