

Subjects and methods: The research adopt the way of comparative experiment to understand the effect of the new and efficient ideological and political education strategy under the curriculum ideological and political concept on alleviating college students' mental anxiety. Fifty college students with mental anxiety were divided into the experimental group and the control group. The students in the experimental group were taught by the new and efficient ideological and political education teaching mode under the curriculum ideological and political concept, while the students in the traditional teaching group were taught by the traditional teaching mode. The implementation time of the experiment was one semester. By comparing the mental health level and curriculum professional scores of the students in the experimental group and the control group. To explore the therapeutic effect of a new and efficient ideological and political education strategy under the concept of curriculum ideological and political education on college students' mental anxiety.

Results: The changes of mental anxiety of students in the experimental group and the control group before and after the experiment are shown in Table 1.

Conclusions: The introduction of the ideological and political concept of the curriculum solves the problem that the traditional teaching mode takes professional knowledge as the only learning goal, and effectively improves the poor effect of Ideological and political education in colleges and universities in the past. It puts the ideological and political education and professional knowledge of college students at the same height, promotes the all-round development of college students, and improves the implementation strength and effect of ideological and political education in colleges and universities. The ideological and political education in colleges and universities under the concept of curriculum ideological and political education can effectively alleviate the mental anxiety of college students through the coordinated development of explicit education and implicit education, which is of great value to improve the mental health level of college students.

Table 1. Changes of students' mental anxiety

Time	Mental anxiety	
Before experiment	Experience group	3.81
	Control group	3.83
After the experiment	Experience group	1.49
	Control group	3.37

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RESEARCH ON THE IMPROVEMENT OF MANAGERS' ANXIETY BY THE INCENTIVE MECHANISM OF HUMAN RESOURCE MANAGEMENT IN COLLEGES AND UNIVERSITIES

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Background: In recent years, due to the needs of social development and the change of policy direction, colleges and universities continue to expand enrollment, the number of college students continues to increase, and the workload of college managers has increased significantly, which increases the work pressure of college managers. Under the high requirements and high volume of university administration, there is a high psychological pressure on university managers, which is prone to psychological imbalance, which has a negative impact on the smooth implementation of university administration. Workplace environment is one of the main life scenes of people. About one-third of people's time and energy are invested in workplace work every day. Therefore, the working environment and state are directly related to people's daily psychological quality and affect people's psychological and physiological level. However, university managers need to invest a lot of emotion in the work process, and the continuity of university management is strong. Under the long-time and high-intensity work tasks, some university managers may have lost or bored emotions. The administrative work of colleges and universities also has the characteristics of detail and tediousness. The work content is relatively monotonous. Some college managers have a low sense of self-identity in their work and think it is difficult to give full play to their self-worth in their work, so they fall into negative emotions, resulting in a sharp rise in the psychological pressure of college managers. Under the increasingly accelerated social rhythm, college managers are affected by the dual effects of life pressure and work pressure, which may lead to physiological and

psychological fatigue and tension, so as to reduce the mental health level and quality of life of college managers.

In today's social situation, social competition is becoming increasingly fierce. Both enterprises and employees need to find their core competitiveness in order to occupy a place in the fierce competition. In order to improve their comprehensive strength, enterprises expect to cultivate a group of employees with high working ability and loyalty in the process of human resource management and guided by the direction of enterprise development, so as to improve the comprehensive level of the enterprise. Employee incentive mechanism is an important part of human resource management. Through the establishment of scientific and reasonable employee work objectives and performance appraisal system, combined with active employee skill training and guidance, it can promote the development and growth of employees. In order to promote the development of enterprise human resource management, this paper introduces the analysis of managers' psychological anxiety into the research on the construction of employee incentive mechanism, explores the problems of employees' incentive mechanism in human resource management, and improves the level of enterprise human resource management from the perspective of managers' psychological anxiety.

Objective: From the perspective of psychology, the research analyzes the health level of university managers, understands the degree of psychological anxiety of university managers, analyzes the causes of psychological anxiety of university managers, explores the impact of incentive mechanism of university human resource management on the psychological anxiety of university managers, and hopes to provide reference for improving the level of human resource management and promoting the improvement of psychological health level of university managers. Through the incentive mechanism, the management level of colleges and universities can be improved to promote the development of human resources.

Subjects and methods: Taking the managers of a university as the research object, aiming at the anxiety psychological characteristics of the managers of a university and the current situation of human resource management, this paper uses the analytic hierarchy process to construct the evaluation index system, analyzes the impact of the incentive mechanism of human resource management on the work enthusiasm and psychological anxiety of the managers of a university, and decomposes the incentive mechanism of human resource management into multiple target levels. Through the way of fuzzy quantification of qualitative indicators, this paper calculates and sorts the weights of indicators at all levels, and discusses the importance of human resource management incentive mechanism at all levels in improving the work enthusiasm and mental health level of university managers. Using the expert consultation method, this paper makes a preliminary analysis on the various levels of indicators of the incentive mechanism of human resources management, and constructs the index system of the incentive mechanism of human resources management. The standard level indicators of the index system are salary change, career development and performance management.

Results: The weight calculation results of hierarchical indicators of human resource management incentive mechanism are shown in Table 1.

Table 1. Weight calculation results of hierarchical indicators of human resource management incentive mechanism

Hierarchy index	Index weight
Salary changes	0.327
Career development	0.414
Performance management	0.229

Conclusion: In recent years, with the development of social economy, the requirements for the working ability of college managers are higher and higher. College managers are prone to psychological imbalance. College managers are under psychological pressure for a long time, which is not conducive to the development of college administrative affairs and efficient long-term development. Colleges and universities should enhance their awareness of human resource management, pay more attention to the incentive mechanism of human resource management, and help managers alleviate their psychological anxiety through reasonable incentive measures.

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RESEARCH ON CURRICULUM REFORM OF FINANCIAL MANAGEMENT SPECIALTY IN HIGHER VOCATIONAL COLLEGES CONSIDERING AUDIENCE PSYCHOLOGY