

STUDENT EDUCATION AND MANAGEMENT STRATEGY BASED ON PSYCHOLOGICAL DEVELOPMENT NEEDS

Donghai Li

Concord University College Fujian Normal University, Fuzhou, 350117, China

Background: In education and management, psychology and education complement each other. Many principles and theoretical knowledge in psychology have strong guiding significance for education, especially in student management, we need to take scientific and reasonable management psychology as guidance, so as to improve the scientificity and effectiveness of student management in Colleges and universities. Management psychology has developed into a more complex and comprehensive discipline. Management psychology is integrated according to the practice of educational management in China, and gradually becomes a new discipline suitable for the management of colleges and universities in China. It effectively makes up for the defects and deficiencies of traditional teaching management and promotes the development of educational management in Colleges and universities. The application of educational psychology in the new era in college student management can mobilize students' initiative, broaden students' vision, give full play to students' subjective initiative, promote students' personalized psychological development, and meet the needs of China's educational management practice.

Objective: College time is the golden age of life. College students' three outlooks are gradually formed in this period. The school is not only an important place to teach basic theoretical knowledge, but also a key place to establish morality and cultivate people. The age characteristics of college students lead to poor consciousness and lack of communication with their teachers. Student management plays an important role in college education and is of great significance to the growth of college students. However, there are still many deficiencies in student management in Colleges and universities. It is necessary to strengthen the management of students in Colleges and universities and improve the effectiveness of student management in teaching schools combined with scientific and reasonable management methods. Management psychology is produced by the need to improve the management of college students, which has important guiding significance for college education and management. In view of this, based on the understanding of management psychology, this paper puts forward the application methods of management psychology in college student management, so as to improve the effectiveness of college student management.

Subjects and methods: 1. Environmental factors. Environmental factors can be divided into social factors, family factors and school factors. Social factors are caused by social and economic development. China is in the high-speed stage of economic development, the process of economic globalization is accelerated, and the market competition tends to be white hot. The personnel system and employment system are constantly updated with the market competition, while the education system reform fails to follow the market reform. The theoretical knowledge learned by college students is no longer suitable for the needs of employers, and some even run counter to it. Contemporary college students have high expectations for society and life, and have corresponding vitality and passion. Under the impact of reality, they are more likely to have gap and even self doubt, and more likely to promote confusion and anxiety. Family education is the top priority of students' education. The values and outlook on life of family members directly affect the formation of psychology and personality of contemporary college students. Now the vast majority of college students are only children. Their parents dote on them. They are easy to be selfish, lonely and can't deal with interpersonal relationships. Some poor families borrow money for their children to study. Such students are easy to feel inferior and have serious psychological pressure. School education is related to the future of students. Relevant data show that at present, the curriculum of colleges and universities in China is increasing. The students trained by colleges and universities are a group of theoretical experts with high eyes and low hands, poor physical quality, lack of solid practical foundation, and can not meet the needs of the society. School theory runs counter to work requirements, students' learning conflicts with practical operation, difficult employment, high pressure and relatively negative.

2. Students' own factors. Students' own factors, such as psychology, personality, mode of thinking and body, are the main problems in the management of colleges and universities. In terms of psychology and mode of thinking, at present, the psychological endurance of college students is generally poor. Due to the pampering of their parents and the difference between the University and the previous learning stage, some students have a sense of loss and frustration. With the rapid development of science and technology in China, the society is more open, the communication among students is also increasing, and the motivation is more complex. However, college students' emotional management is not in place and can not correctly deal with psychological problems. Once stimulated or contradictory, their emotions will be depressed and even retaliate against others or self harm, This is also the reason for the increase of suicide cases among college students in recent years. In addition to psychological factors, students' own factors

also include personality factors and physical factors. As we all know, the 21st century is the information age, and college students are the main force of the network. The personality and three outlooks of college students are not fully established and lack the corresponding information screening ability. The overwhelming information on the network will affect the Three Outlooks of college students. In addition, with the increase of online entertainment, college students are addicted to the Internet, isolated from society, do not like to communicate with others, are prone to psychological obstacles such as pessimism, break away from the group, and have a self-centered and narrow personality. In addition to the cultivation of character, the physical quality of college students is poor. One generation or several generations take care of a child. Life is nothing big or small. Colleges and universities are collective life. It is difficult for students to adapt to College eating and accommodation habits. When contemporary college students enter the campus, they are more anxious, confused and at a loss. In addition, they have great learning pressure and have little time to exercise. Their physical quality is very poor and they are unable to meet the needs of work.

Results: 1. Student oriented education concept. In the new era of educational management psychology, students are the main body of college education. Colleges and universities should adhere to the student-oriented educational concept and carry out student management. First of all, the student management in Colleges and universities should be humanized, grasp the psychological state of students in time, conduct in-depth analysis of students, and improve the effectiveness of student management. All students' behaviors are dominated by motivation. Colleges and universities should meet students' needs, stimulate students' motivation, mobilize students' initiative, and make students have a happy and proud psychology. Therefore, the application of educational management psychology in student management in Colleges and universities should fully understand the needs of students at each stage, and timely meet the needs of students, so as to guide students to look at problems correctly, learn to analyze problems from multiple angles, cultivate students' independent ability, and help students establish a correct outlook on life, values and world outlook. Secondly, university managers should help students get out of maturity, shape a sound personality and psychology, take the initiative to find the causes of students' psychological problems, give appropriate guidance and mastery to students, cultivate students' self-protection consciousness and improve the efficiency of management.

2. Strengthen psychological counseling. The psychological problems of college students are becoming more and more serious. Colleges and universities are places to impart knowledge and to cultivate students' sound personality and establish correct three views. Therefore, in the new era of educational management psychology, the management of college students should establish the principles of equality, self-confidence and mutual love, and enhance students' collective sense of honor. Firstly, university managers should actively communicate with students, carry out rich and diverse collective activities to attract students' attention, give full play to students' subjective initiative and encourage students to try to enter the society. Secondly, colleges and universities should strengthen psychological counseling for students, help students with psychological inferiority and obstacles, give appropriate help, pay attention to the guidance of students' psychological problems, find students' psychological problems in time, adopt targeted solutions, and effectively adjust students' psychology, so as to make students have more mature psychology. At the same time, temper students' will, cultivate students' ability to resist setbacks and bear psychology, and lay a solid foundation for students to enter the society.

3. Strengthen the professional training of psychological teachers. The psychology of education and management of students in Colleges and universities is a psychological counseling teacher. Psychological counselors are an important part of psychological work in Colleges and universities. Professional psychological counselors can effectively improve students' mental health, promote the smooth development of students' Ideological and political education, and help students grow up healthily. First of all, colleges and universities should strengthen the professional quality training of psychological counselors, actively create conditions and improve the professional quality of psychological counselors. And college psychological counseling teachers should recognize the value of their work, clarify their responsibilities, help students conduct comprehensive and scientific analysis, and formulate a complete and reasonable psychological scheme for students. Psychological counseling teachers should establish different expectations at different stages, give full play to students' independent initiative, improve their learning objectives and work consciousness, and promote the development of educational management in Colleges and universities. Secondly, we should create a good teaching environment for students and create a relaxed and pleasant learning atmosphere. Colleges and universities should keep pace with the development of the times, timely update their educational ideas and management methods, flexibly apply the theoretical knowledge related to educational management psychology, help students get rid of psychological shadow and other problems, make students feel more humanistic care, and cultivate high-quality talents to meet the needs of social development.

4. Theoretical investigation and analysis. Under the background of the social environment in the new era, the management of college students should be based on certain survey data. First of all, university managers should go deep into the interior of students, take questionnaires, interviews and other means to understand the inner thoughts and psychological demands of college students, and obtain the real information of students' psychological growth. Survey data is the main data of university management, and applied educational management psychology is the main data. We should pay attention to the comprehensive analysis of survey data to formulate a complete and reasonable management scheme and realize the scientific management of students. Secondly, university managers should treat every student with a fair attitude, establish a real equal and trust relationship with students, so that students can open their hearts to them, deeply rooted in the hearts of the people for students' educational management psychology, and improve the quality and efficiency of teaching.

5. Feedback effect and practice. Colleges and universities should establish a feedback mechanism for the effect of management work, which can analyze students' psychological state and ideological changes from multiple angles. Through the analysis of the feedback effect of student management, we can grasp the inner changes of students, establish the corresponding feedback mechanism, fully understand the personalized needs of college students, and maximize the healthy growth of students. And for students who need to be corrected in thought and behavior, we should do a good job in psychological education and guidance, and help students establish patriotism and correct life values. In the daily management work, we should pay attention to the management of college students and the development direction of the campus, establish a personalized management mechanism suitable for students' psychological and living conditions, and realize the democratization of educational management psychology, so as to adapt to students' psychology and make up for the differences existing in individuals. Moreover, in the process of student management, colleges and universities should pay attention to the cultivation of students' character and ability, improve students' personal quality and comprehensive quality, and cultivate college students to become comprehensive talents to meet social needs.

Conclusions: Based on the understanding of management psychology, this paper discusses the influence of College Students' psychological factors, analyzes students' own factors and factors outside students, combined with the characteristics of management psychology, puts forward the application of management psychology in college management, and analyzes the attention needs of College Students' psychological characteristics from the perspective of management psychology. In order to establish the correct three views of college students in line with the development of the times, focus on quality education and improve the student management of the school from the students themselves. Applying psychology to university management can not only make students quickly adapt to school life, but also help college students establish correct three views. It is necessary to strengthen the connection between College Students' psychological counseling needs and management psychology, improve the scientificity and rationality of College Students' management, use correct and scientific management concepts, improve the management efficiency of students, adopt targeted and personalized management methods, and cultivate a batch of talents in line with the requirements of the times for the country.

Key words: psychology- management- education

Acknowledgements

The study was supported by the 2017 Major Research Project of Undergraduate Education and Teaching Reform in Fujian Province: A Probe into the Application-oriented Professionals in Colleges from the Theoretical and Practical Perspectives (No. FBJG20170293).

* * * * *

THE REGULAR SPRINT 800 METERS ON ANALYSIS OF EFFECT OF WILLPOWER AND PHYSICAL HEALTH OF FEMALE STUDENTS

Jinzhong Li

Sports Department, Jiyuan Vocational and Technical College, Jiyuan, 459000, China

Background: With the publication of the physical fitness results of national college students once every five years, although China's society is stable and the economy is developing continuously. People's living standards are constantly improving, but the current situation of students' physical health in China is not optimistic. We must make great efforts to take measures to reverse the downward trend of students' physical health. 800 meters can not only improve the function of respiratory and cardiovascular system,