

## On the operation of enterprise mode of student union work in Colleges and Universities

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### ABSTRACT

The student union in Colleges and universities plays an important role in students, schools and society. It is an effective agency between the school and the society to connect students. It is also an important platform for students to participate in practice. This study points out the main problems existing in the work of student union of colleges and universities, puts forward the connotation of the enterprise mode operation of the university student union work, and reveals the enterprise mode operation of the university student union work from the organizational structure, organizational culture, decision-making plan, famous brand strategy, personnel management and incentive.

**KEYWORD:** Student union work in Colleges and Universities; Enterprise management; Enterprise mode operation

### I. INTRODUCTION

The student union in colleges and universities is a bridge and link to communicate with the government departments and students, and is also an effective way for college students to realize self-education, self-management and self-service. At present, the student union is still in an experience management stage and there are many problems in their work. And the work of student union mainly manifests by the factors as follows: Firstly, the student union lacks of reasonable rules and regulations. Most of the time, it is in the experience management stage, that is, master with apprentice mode. Secondly, the student union lacks of reasonable division of labor. The student union's management system leads to no clear responsibilities and no norms. Thirdly, the student union lacks of sense of responsibility. Influenced by utilitarian consciousness and various thoughts, some students in the student union breed, such as "to be a student cadre is to be an official", "to be a student cadre is to add points in the comprehensive evaluation", "to be a student cadre is to find a job in the future", and so on. Finally, it lacks of scientific decision-making. The student union is only based on experience to carry out activities. Neither the students themselves nor the administrators of the student union have systematically studied the knowledge and skills of scientific management, so they do not know how to make scientific decisions. Confusion and inefficiency in management There are no systematic management methods and measures from recruitment, selection, and training to motivation. Therefore, the student union should establish a set of perfect management system, form an effective incentive and restraint mechanism, strengthen its own characteristics and core competitiveness, and ensure its growth on a healthy track.

### II. THE CONNOTATION OF ENTERPRISE MODE OPERATION OF COLLEGE STUDENT UNION WORK

The organizational structure of the college student union is roughly as follows. The presidium which is the head, the academic department, sports department, cultural and entertainment department, publicity department, human resources department and so on. A complete student activity generally includes budgeting, decision-making, planning, organization, execution, control, feedback and other links. Its 'goal is to enable the general students to participate in the activities and enjoy the satisfaction by the activities. Enterprise management refers to a series of activities in which managers act on the objects of enterprise management through enterprise planning, organization, coordination, command and control according to the internal and external conditions, characteristics and operation rules of enterprises, so as to make the internal conditions of enterprises adapt to the

external environment, so as to achieve the predetermined goal of enterprise profitability and social needs. There are many similarities of them, especially the similar organizational structure and operation mechanism, meeting people's needs through certain activities, etc. Therefore, the enterprise mode operation of student union work is to learn from the thought and ideas of enterprise management to carry out the daily work of student union. That is to say, the student union is regarded as an "enterprise" by which the activities of student union are regarded as products or services provided. A series of management methods such as the organizational structure, organizational culture, famous brand strategy, decision making plan, personnel management and motivation are implemented.

### **III. HOW TO IMPLEMENT THE ENTERPRISE MODE OPERATION OF COLLEGE STUDENT UNION WORK?**

**Establish and improve the organizational structure:** Organizational structure is a mode that shows the order, spatial position, focus state, connection and the relationship among various elements of an organization, and is a system for carrying out management and business tasks. The organizational structure of student union is a structure created by the administrators of student union consciously. Whether the organization can achieve the goal successfully depends on the perfection of this structure. First of all, it is very important to set up which departments, which will help student cadres have a clear work positioning and clear division of responsibilities. For example, the presidium of the Student Union performs the decision-making function, which is equivalent to the board of directors or the top management of an enterprise; the finance department and the human resources department are similar to the departments in the enterprise, but the functions of the departments in the enterprise are not complete; the research department are responsible for the investigation of students' needs before and after the activities and the publicity department are responsible for the reports and publicity before and after the activities, which are equivalent to the marketing planning department of the enterprise, which introduces a new product Market Research and product promotion before products; the external relations department is a window to establish the external image, and there are corresponding public relations departments in enterprises; the academic department, sports department and cultural and entertainment department are the main departments for activities and quality products in the student union, similar to the production department or marketing department.

**Secondly, the organizational structure of student union is not simply pieced together, and the choice of organizational structure type is the key to the operation of student union:** Generally speaking, we adopt the matrix organization form, that is, the combination of horizontal management departments divided by functional departments and vertical management departments divided by projects or activities. The staff required by the horizontal system project team is transferred from various functional departments. They accept the leadership of their own functional departments and the project team. After the completion of the project, the staff still work in the original department. This kind of organizational structure forms the effective combination of the upper, lower, left and right, centralization and decentralization, which mobilizes the working enthusiasm and independent thinking of the project team members, is conducive to strengthening the horizontal business contact of various functional departments, facilitating the communication of information and strengthening coordination, making the working atmosphere of the student union more harmonious, accelerating the completion of a specific activity, and improving the efficiency.

**Building organizational culture Corporate culture:** refers to the common ideas, styles, values and behavior norms formed by enterprises and their employees in the practice of production, operation and reform under certain social and historical conditions. It is a belief and behavior mode with enterprise personality characteristics, including values, code of conduct, ethics, customs and habits, rules and regulations, spiritual outlook, etc. Values are the core part. The college student union also needs all the members to recognize and abide by the operating rules, team work style and spirit, moral standards and development goals with the characteristics of the student union; it also needs its own unique core values and core competitiveness; it also needs a common sense of belonging that can bring spiritual nourishment to the student cadres. Taking the student union of Business School of Guangdong University of foreign studies as an example, since its establishment in 2000, the student union of business school has adhered to the purpose of serving the students wholeheartedly. This cultural purpose can be inherited within the student union, because every leader can play a leading role, which they advocate a kind of work spirit and cultural connotation, just as they put forward: "choose the position, choose the responsibility", "the core competitiveness of the student union", "the student union-- the feeling of home" and the concept of "one heart for all wolves". At the same time, they all set an example all the time, unremittingly promote this sense of teamwork, and use practical actions to infect the behavior style and ideological quality of the members around them. The formation of such a cultural atmosphere is also the birth of a spiritual force, which makes all members have a sense of belonging to their posts. From this

successful case, we find out the following aspects in the construction of organizational culture. First, it should be clear the positioning of the student union. To build learning, innovative, service-oriented, development oriented student organization. In order to ensure the correct direction of the culture of the student union and the smooth progress of the cultural construction of the student union the student union should play a leading role. Second, it should pay attention to the infiltration and extension of culture. The student union should enhance its brand awareness and establish a perfect image recognition system. More importantly, the student union should have a working image with the characteristics of the student union brand, a positive way of thinking and good organizational planning and team awareness, such as designing their own logo, building their own website or setting up cultural taste of the student union office and other cultural positions. And finally, the main thing is he inheritance and innovation of culture. As a special organizational culture, the student union culture needs to have a clear understanding of its inheritance and innovation, constantly learn and understand the latest developments inside and outside the campus, and have the courage to innovate.

**Effective decision making and planning:** Decision-making and planning are two management functions closely linked. Decision-making is the choice made on the objectives, policies and Strategies of the overall activities and business activities. Planning is to make a specific overall arrangement in time and space for major production and operation activities and all kinds of resources required according to the plan stipulated in the business decision. The student union has its established goal, which is to make all students participate in the activities and enjoy the satisfaction brought by the activities. around this goal, every activity that they do needs to make a decision in advance, relying on research and analysis. Questionnaire survey, typical interviews, symposiums and other forms were used to collect and summarize data to analyze whether students like the activity, whether they are willing to participate and how much they participate. It is not enough to analyze data, because we should also consider whether the funds are sufficient, the feasibility is great, the influence in the campus, whether the campus culture can be reflected, and so on. Considering the above factors, making a decision will not lead to strategic mistakes. After making the decision, the student union will enter the planning link. Generally, there are certain modes for the student union to work out the plan, such as the purpose of the activity, the purpose of the activity, the participants, the time and place of the activity, the activity steps, and the problems that should be paid attention to. However, it is not allowed to generalize, but the specific problems should be analyzed.

**Implement famous brand strategy :** Famous brand refers to the famous, well-known and widely recognized brand which is a concept derived from the field of commodity production and circulation. In the enterprise mode operation of the student union, the famous brand strategy refers to utilizing the advantages of the student union itself, and on the basis of perfecting the regular construction and daily activities of the student union, creatively organizing activities that are suitable for the development of the college students with the characteristics of the times, and continuing these activities to establish the brand effect of the activities so as to expand the influence of the student union. Taking "Model Trade Fair" and "Model United Nations" activities in Guangdong University of foreign studies as an example, we find several successful factors in implementing famous brand strategy in student union. The Model Trade Fair is a real simulation of the operation of the Canton Fair. The form is to let the majority of students form a team to set up a company, simulate the roles of sales staff, purchasers and merchants, and participate in commodity trading freely. Finally, through the calculation of the marketing cost and profit of the simulation company, we can select the best simulation company. The Model United Nations (MUN) began in Harvard University in the 1950s. It is an academic simulation of the United Nations General Assembly and other multilateral institutions. It is a civic education activity organized for young people. In the activities, young students act as diplomatic representatives of different countries or other political entities, and participate in conferences on international hot issues. Under the chairmanship of the presidium of the meeting, the deputies followed the rules of procedure and debated, consulted and lobbied for the "national interest" by elaborating their own views. They communicate and cooperate with friendly countries to solve conflicts, and promote the settlement of international problems by writing draft resolutions and voting. In the Model United Nations, young students are familiar with the operation mode, basic international relations and diplomatic knowledge of the United Nations and other multilateral deliberative bodies through personal experience, and understand the impact of world events on their future, and understand the role they can play in the future. After 70 years of development, Model UN activities have become popular in the world, with various forms and scales, including international conferences, national conferences, regional and inter school conferences.

**Give full play to personality and create brand:** According to the method of "characteristics + connotation", we should build activities that can not only combine the development of the school, but also meet the actual situation of students, represent the level of contemporary college students, reflect the characteristics of college

students willing to practice and good at using professional knowledge, stimulate their wisdom and reflect the trend of social development;

**Strengthen management and promote famous brands:** We should have a correct understanding of the significance of implementing the famous brand strategy, devote a lot of energy to the organization, coordinate the intermediate links related to the brand strategy, and make a long-term plan;

**Integrate resources and revitalize the brand:** It is necessary to integrate the resources inside and outside the school, mobilize the enthusiasm of the majority of students, and expand the influence of famous brand;

**Pursue the orientation and set up levels:** The student union should find the right orientation of the activities, focus on the cultivation of students' innovative spirit, entrepreneurial spirit and humanistic spirit, and build famous brand activities aiming at social phenomena or hot spots.

**Personnel management and incentive:** The task of human resource management is to provide qualified personnel necessary for the enterprise to achieve its goals. In the end, the competition of enterprises depends on the integration of various abilities and qualities attached to the workers, namely human resources. There are also changes and deployment of personnel in the student union, so it's necessary to use the human resource management method of enterprises for reference in recruitment, training and personnel incentive of the cadres of the student union.

**Recruitment:** Just as enterprise managers are the core of the enterprise, student cadres are the core of the student union, and the recruitment of student cadres is an important basis for the work of the student union. What kind of cadres are recruited by the student union is the key to the recruitment process. The author thinks that the following basic qualities can be used for reference.

They are mature politically and have correct world outlook, outlook on life and values; They are enthusiastic about the work of Student Union and have a clear understanding and orientation of student work; They should be willing to devote themselves and create opportunities for students to exercise and display their talents; They have innovative spirit, pragmatic spirit and efficiency consciousness; They have relatively excellent organization and management ability, interpersonal coordination ability, language expression and word processing ability, thinking and decision-making ability.

**Training:** in view of the above five qualities that student cadres should possess, we should employ experienced teachers and students and carry out systematic training for student union cadres in combination with League school training, cadre growth training camp and other training forms, so as to form a system for such training and combine theory with practice.

**Personnel motivation:** as a student union, like enterprises, it has to face the problem of how to motivate employees and give full play to their potential. It needs to use Skinner's reinforcement theory to strengthen student cadres. The so-called reinforcement, in its most basic form, refers to the positive or negative consequences (reward or punishment) of an act. It will determine, to a certain extent, whether such behavior will recur in the future. The incentive of student cadres should combine assessment with rewards and punishments. The assessment standards can refer to the above five qualities of student cadres, and specific systems such as "detailed rules for the assessment of student union cadres" can be formulated to standardize them, and the results of the assessment can be taken as the standard for rewards and punishments.

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