

BEHAVIORAL CULTURE IN UNIVERSITY ADMINISTRATION THE CASE AT VIETNAM TRADE UNION UNIVERSITY

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Abstract

Building a culture of behavior in universities is an educational activity with values and cultural norms to help members of the school have the right awareness, thoughts, feelings, good behaviors, implement a culture of healthy behavior, build a basis to ensure the quality of education of the school. This article analyzes the current state of behavior of the parties in the school's activities, thereby identifying the causes and proposing some recommendations to improve the effectiveness of school governance by cultural behavior.

Keywords: Administration, Culture, Behavior, Students, Trade Union University, Vietnam

1. INTRODUCTION

The culture of behavior in the university includes a system of values, norms to regulate interpersonal or interpersonal relationships with the community in the educational environment. Among them are the behavior of teachers and students, parents and colleagues.

The development of a culture of behavior in universities actually refers to cultural values and norms to help to adjust perceptions, behaviors and attitudes, manners, words and gestures for teachers, staff and students in the way of communicating with people around them. These factors are really important to train personality while educating generations of students.

In the educational environment, in addition to scientific and social knowledge, life, building a culture of behavior in schools is a top priority. Without the beauty of the culture of behavior, it will not be possible to perfect the values of human knowledge for the young generation.

The current culture of behavior in universities is reflected in the behavior between teachers and students, friends and the surrounding environment. In particular, the teacher must be exemplary, correct in behavior, with colleagues always humble, compassionate and united. In it with students who are always loving, instructive, exemplary and simple. At work, they always have to be creative, careful, dedicated while preserving the beauty and purity of the social environment and the natural environment. For students always have an attitude of humility, honesty, demand and humility. Always respect, be grateful to teachers, unite and be cordial with friends. Accordingly, the educational environment is a training place for people with knowledge to serve society. Trade Union University is a multidisciplinary, multidisciplinary university under the Vietnam General Confederation of Labor and under the professional management of the Ministry of Education and Training. The school performs the function of training and fostering staff for trade unions, and at the same time contributes to training high-quality human resources for society. With the school's educational philosophy is "Learn to know, learn to work, learn to live together, learn to assert yourself,

learn to integrate, learn to create the future". Along with that, the educational goal of the Trade Union University is dynamic, creative, honest, responsible, the ability to live and work in a multicultural competitive environment. Currently, the union university has 33 departmental units with more than 400 staff, lecturers, specialists and nearly 10,000 students. Not only training students who are Vietnamese citizens, the Trade Union University also participates in training for many generations of students in Laos, and the university always has short-term training classes for trade union workers nationwide. With a vision to 2030, Trade Union University is one of the prestigious higher education and scientific research institutions of the country, providing high-quality human resources to meet the needs of society.

2. METHODOLOGY

This study clarifies the theoretical and practical basis of the culture of conduct at the Trade Union University; Learn about the current situation of the culture of behavior at the Trade Union University; Identify factors affecting the culture of behavior at the Trade Union University, thereby offering a number of solutions to improve the culture of behavior at the Trade Union University to meet the development requirements of the university in the new situation.

To achieve the stated objectives, the subject needs to perform the following tasks:

Clarify the theoretical basis and research methods of the topic, including the definition and manipulation of concepts, theoretical approaches to research of the topic, clearly define the research method of the topic. Describe the current situation of the culture of behavior at the Trade Union University. Analysis of factors affecting the culture of behavior at the Trade Union University. Proposing some solutions to build a code of conduct in the culture of conduct at the Trade Union University in the current period and in the following years

The study uses interdisciplinary research methods on the basis of a combination of qualitative and quantitative research methods. The topic of conducting a questionnaire with a group of students and lecturers; obtaining opinions by in-depth interviews with members of the School Board and representatives of faculty management, rooms, departments, centers of the school. The sampling method used is systematic randomization conducted against groups of students and faculty. As follows:

Number of questionnaires: 200 (160 for students and 40 for staff and lecturers)

Number of in-depth interviews: 20 (including 10 leaders, faculty, staff and 10 students)

Student	First year	40 students
	2nd year	40 students
	3rd year	40 students
	4th year	40 students
Lecturers, specialists, staff	Random selection of the system includes faculties, departments, centers and departments of the AGM	40 persons
Sum		200

3. RESULT

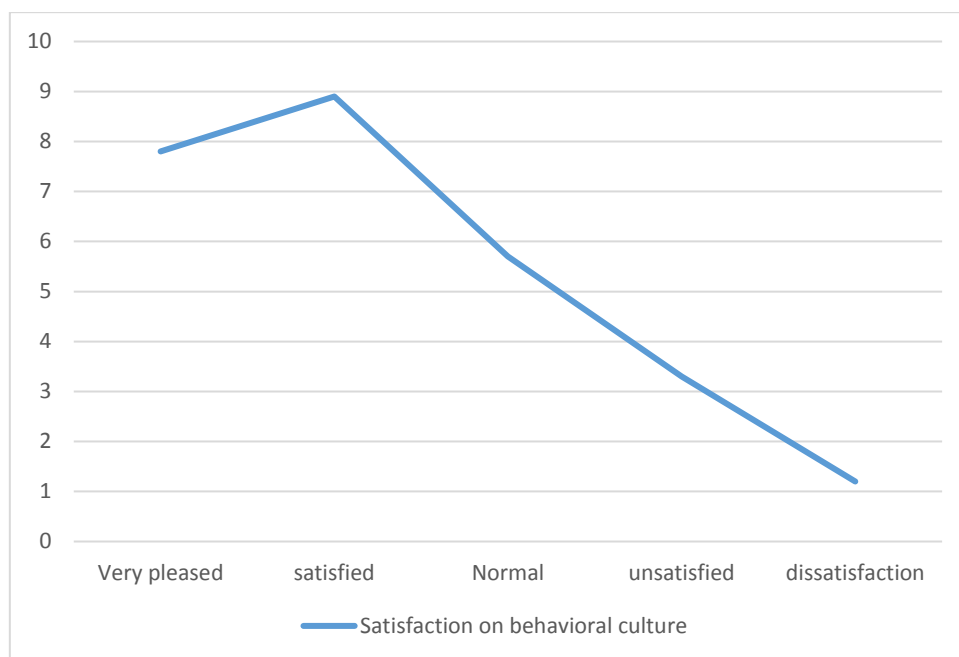
Culture of behavior between teachers and teachers

Teaching in universities will face pressure from high social demands on the part of students and parents. So it's easy to get into conflict.

If for teachers, there is a limitation in dealing with communication capacity, it makes it very easy for students to fall into a psychologically passive state. They will react in inappropriate ways, thereby causing unfortunate consequences.

In order to improve the relationship of colleagues in the educational environment, there must be solutions to help teachers improve communication capacity, school behavior culture with pedagogical behavior of teachers towards colleagues.

Table 1: Satisfaction in the culture of teacher behavior with teachers

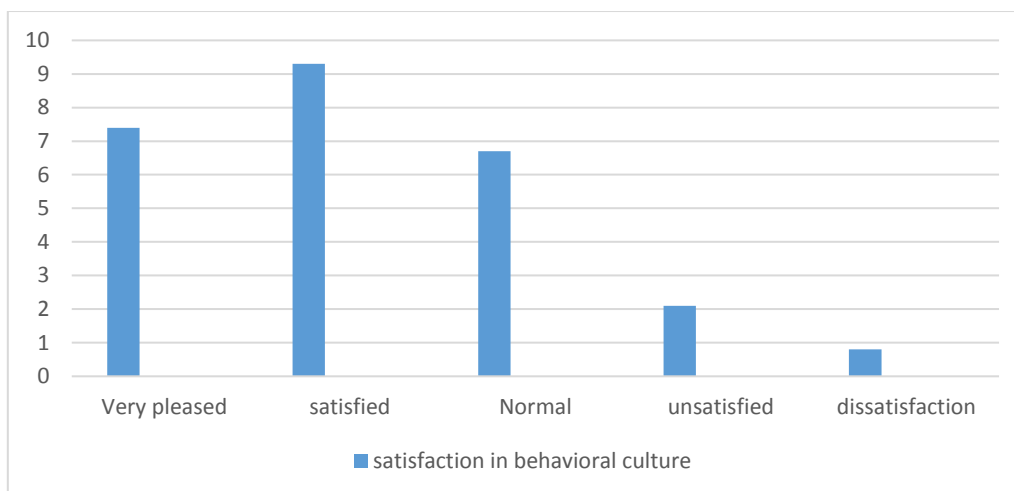


Culture of behavior between teachers and students

From time immemorial, teacher-student relations have been sacred and worthy of respect. However, in fact, the current culture of student behavior cannot be polite enough with the teacher, lack respect and disregard for learning.

However, looking back at the exam somewhere, there are also irresponsible teachers who are not qualified to be role models. This causes students to be indifferent to learning without showing respect to their teacher. Typically, school violence is becoming more and more common, which adversely affects the moral standards of teachers and students.

Table 2: Satisfaction in the culture of teacher behavior with students



Culture of student behavior with students

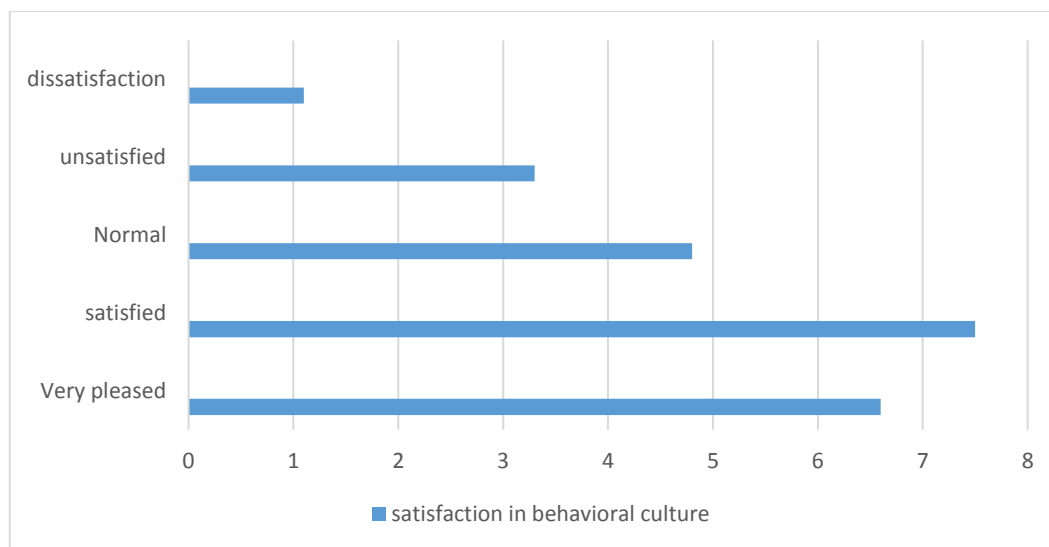
It can be seen that building a culture of behavior for students of universities and colleges in our country today is both an overall impact process by promoting the formation and strengthening of new and progressive cultural standards of behavior, in order to create a positive change in comprehensive personality for students such as: how to communicate, walk, dress, behave, behavior between students and students, between students and lecturers, with the class, school, family and society ... To build a culture of behavior with practical activities to equip and penetrate the system of values and standards in the university environment to each student of universities and colleges in our country today.

First of all, it is necessary to healthy relations between students. Accordingly, it is necessary to identify cultural and behavioral education for students as one of the central contents of political, ideological education, ethics and lifestyle in schools; must build the right student-to-student relationship, solidarity and cohesion; uphold the spirit of mutuality and mutuality; struggle to eliminate unhealthy manifestations in the student body such as: egoism, individualism, relationships dominated by money, material interests, pragmatism ... It can be seen that the culture of behavior of students of universities and colleges in our country can only be formed and developed through pure, healthy, humane and humane relations between students in the pedagogical environment of the school.

In addition, it is necessary to promote the role of the university's staff and lecturers in building a culture of behavior for students. The culture of behavior of students of universities and colleges in our country today is a combination of absorbing cultural behaviors of staff, lecturers, the student collective and society with self-awareness, acquisition, training into habits, self-behavior. In particular, the teaching staff plays an important role, is the one who directly has a profound impact, making a strong impression on the formation and development of cultural behavior for each student. If each lecturer maintains regular, sustainable behavior in accordance with the cultural standards of the environment and society, it will bring high

efficiency to the development of the culture of behavior for students of the school. Therefore, in addition to high requirements on the quality of lectures, the capacity to transmit knowledge, each lecturer of universities and colleges in our country needs to forge pedanticism, exemplary quality, lifestyle ethics, and culture in communication, behavior both in the teaching process and in real life.

Table 3: Satisfaction in student culture



Each lecturer of universities and colleges should actively respond to the movement to build school culture; objective, frank but also very tactful and delicate when criticizing students who have not performed well in lecture hall culture in order to achieve high efficiency in orientation, helping students recognize the wrong, the not beautiful in attitudes, words, behaviors for them to self-aware, adjust to the values and standards of the university environment as well as the standards of modern society.

4. DISCUSS

The culture of behavior has a great role to play and needs to be viewed and placed into the deep consciousness of each officer, officer, student and student in the school in many forms, methods and specifics. Extensively propagating, creating a strong change in teachers, educational administrators, staff, students, families and communities on the Party's guidelines, policies and laws on moral education, lifestyle and culture of behavior in universities; on the purposes, meanings, measures and responsibilities of schools, learners' families, organizations, unions and local authorities for building a culture of behavior in the university; about the attitudes, behaviors, language and standards of learners, teachers, staff and staff in the university.

Well implement the implementation of related tasks and solutions and take responsibility for the development and implementation of education on behavior culture and school culture for managers, civil servants, officials, students and students throughout the school. Direct the organization of propaganda on the culture of behavior in schools and families of students;

organize cultural and behavioral education activities, cultural and sports activities for students on major holidays of the year.

Direct the implementation and propagation of tasks and solutions to build a culture of behavior for each official, employee, student and student of the University. The school needs to promulgate regulations on the culture of conduct at the school integrated into regulations and regulations such as: Regulations on office culture, Regulations on monthly assessment of civil servants and officials, Regulations on student work. – Improve the capacity of cultural behavior; educate students' sense of compliance with the law and cultural lifestyle through self-study, self-training of necessary life skills and professional skills suitable to their ages to apply in real life.

5. CONCLUSION

Culture of behavior is a content, a fundamental aspect of culture in general and individual culture in particular, including the total values created by people in activities and in behavior in accordance with the cultural standards of each community, people. Culture of behavior is manifested in the lifestyle, lifestyle, thoughts and behavior of people towards themselves, with those around them, in work and daily operating environment. Fostering a culture of behavior for students of universities and colleges in Vietnam today is an impactful process that makes each student constantly develop their qualities and behavioral abilities according to the value standards of the pedagogical and cultural environment and society, contribute to building a healthy school pedagogical atmosphere. The needs of social practice have been setting the key task of education and training activities in universities and colleges in our country, which is not only to impart knowledge, experience and professional skills to students, but also to set high requirements for the improvement of their personality. Accordingly, fostering a culture of behavior for students is an inevitable, important and urgent issue.

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