

# Analysis of the international development strategy of universities from the perspective of double first-class

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**Abstract:** *From the perspective of double first-class, universities should firmly grasp the opportunities of global development, optimize and improve the international school-running model in the new environment, practice the international development strategy, find a strategic path suitable for their own international development, build "double first-class" universities, and promote the realization of the goal of improving the efficiency and quality of China's higher education. Based on this, this paper first analyzes the current problems in the international development of Chinese universities, and then promotes the connotative development of universities based on borrowing wisdom, contributing Chinese wisdom, and providing Chinese solutions. Cultivate high-level talents with an international vision; building a teaching force that is compatible with international development; Promote the international development of universities through "industry-university-research" collaboration; The optimization of international courses and talent training system puts forward the international development strategy of universities from the perspective of double first-class.*

**Keywords:** *double first-class, internationalization of universities, issue, development strategy*

## 1. Introduction

With the development of the world economy and the promotion of cultural exchanges and interactions, the flow of educational elements between various countries and regions is increasing, international exchanges are becoming more and more frequent, joint education and scientific research cooperation have been continuously deepened and expanded, and the trend of internationalization of colleges and universities has arrived. Improving the quality of running schools and enhancing their international strength through international development has become a strategic path for the high-quality development of colleges and universities, and has greatly promoted the construction and rapid development of China's double-first-class universities. In 2015, the State Council issued the "Overall Plan for Promoting the Construction of World-class Universities and First-class Disciplines", which clearly stated that promoting international exchanges and cooperation is the focus of higher education reform, and in 2017, the Ministry of Education and other departments jointly issued the "Implementation Measures for Promoting the Construction of World-class Universities and First-class Disciplines (Interim)", which specifically put forward the requirements for the construction of "double first-class", highlighting the goals and ability requirements of universities to participate in global education competition. This requires China's universities to firmly grasp the opportunity of globalization development, optimize and improve the international school-running model in the new environment, practice the international development strategy, find a strategic path suitable for their own international development, build "double first-class" universities, and promote the realization of the goal of improving the efficiency and quality of China's higher education.<sup>[1]</sup>

## 2. The current problems in the internationalization development of colleges and universities

### 2.1. A very small number of colleges and universities reject double first-class and international development

The cultivation of university talents from the perspective of double first-class should promote the improvement of disciplinary influence on the basis of effectively continuing the research results of disciplines, which is a very beneficial aspect for the development of disciplines in universities, but a very small number of universities do not agree with this. In individual universities, subject leaders have

even become obstacles to their international development, feeling that the discipline setting cannot achieve equal connection with relevant disciplines in international universities.

### ***2.2. There are problems such as the quality and quantity of output and input students***

On the one hand, the international development of colleges and universities should go out independently, so that teachers and students can learn and adapt in the foreign educational environment and context. On the other hand, the internationalization of universities must meet the challenges accordingly. Balance and accept teachers and students from other countries. However, in recent years, many students studying in China have suffered from improper learning attitudes and non-compliance with China's laws and teaching systems, so low-quality foreign students cannot meet the relevant data requirements in the international development of universities.

### ***2.3. Foreign full-time teachers cannot meet the needs of the international development of colleges and universities***

At present, the proportion of foreign teachers in China's colleges and universities is still not high, most of the foreign teachers mainly undertake general language courses, except for some Chinese foreign language and literature related majors will hire foreign full-time teachers, most of the other courses in the foreign teachers mainly participate in the classroom through personal network extension, their contribution to the development of the internationalization of colleges and universities is very limited. The participation of foreign full-time teachers in the discipline construction of colleges and universities is even less high, which shows that full-time foreign teachers mainly play the function of foreign language teachers and cannot meet the needs of discipline construction and scientific research and academic development in colleges and universities.

### ***2.4. Lack of strong influential cooperation platforms and scientific research teams***

Western universities have significant autonomy and independence, with the help of social and alumni resources, they can achieve self-responsibility, while China's universities mainly rely on the government's financial support, which causes China's universities to be relatively insufficient compared with Western universities in terms of autonomy, but it has also become a favorable advantage in the international development of China's universities. Through government support and intervention, universities can be promoted to carry out international dialogue in an equal form, and develop foreign innovation platforms and scientific research resources through the complete chain of production, education and research to achieve sustainable development<sup>[2]</sup>.

## **3. The international development strategy of universities from the perspective of double first-class**

Under the perspective of double first-class, the international development of colleges and universities should correctly understand the complex and complicated situation at home and abroad, deeply understand the importance of the international development of colleges and universities, clarify strategic focus, actively create an international education environment, promote the construction of international teachers, strengthen government-industry-university-research cooperation, and cultivate talents with international vision.

### ***3.1. Promote the connotative development of colleges and universities based on the introduction of wisdom, contribute Chinese wisdom, and provide Chinese solutions***

The international development of universities based on the perspective of double first-class should first pay attention to promoting it from a macro perspective and based on national strategies. Single-sign, most of China's universities adopt the "introduction-type" model, through the introduction of foreign high-level students, professional courses and teachers, to learn from international advanced experience, advanced methods and knowledge, and improve their scientific research innovation and talent training quality. However, with the deepening of the development of the international connotation of universities, the international interaction and cooperation of universities have gradually changed from participation in the past to domination, showing a trend from passive to active development. Therefore, from a national perspective, in the context of the new era, we should improve

the scope and intensity of China's cultural export based on the introduction of wisdom and reference through the strengthening of policy guarantees, the creation of cooperation methods, etc., share Chinese wisdom, provide Chinese solutions, and effectively play the value of higher education in the country's cultural soft power.

### ***3.1.1. Strengthen the protection of policies related to international education***

Under the perspective of double first-class, the international development of colleges and universities should pay attention to strengthening design from the top. On the one hand, based on the layout of the overall strategic development of the country, focusing on the overall vision, the internationalization of universities should be included in the overall development of the national strategy for overall consideration, and fully follow the law of the development of higher education, combine different regions and different stages of the development of universities, scientifically coordinate, and make more targeted policy formulation, so as to ensure the steady progress of the internationalization of double-first-class universities. On the other hand, the international development of colleges and universities should attach importance to the factors of humanistic interaction, and comprehensively consider the measures according to the situation under the premise of fully considering the adjustment and local conditions.

### ***3.1.2. Strengthen the transformation of international advanced school-running concepts***

The advanced school-running concept is the premise for the formulation of policies and goals for the international development of universities from the perspective of double first-class, and the direction of international development of colleges and universities and the grasp of the overall situation determine whether the international development of universities can be more sustainable and long-term. In order to be more effective in the international development of colleges and universities from the perspective of double first-class, it is necessary to strengthen the guidance of advanced school-running concepts. Because universities have different missions at different stages and backgrounds, they will also show a differentiated focus in terms of international school philosophy. Generally speaking, the current international development of universities is based on a global vision, rooted in the local, based on "going out", to build a systematic development concept, on the basis of fully considering the positioning and development level of universities, to carry out overall planning and layout of international development, and to formulate and implement relevant detailed rules in detail, so that all functional departments of universities can actively and comprehensively participate in and serve in international development.

### ***3.1.3. Strengthen the development of cultural export capacity of colleges and universities and enhance their right to speak abroad***

In order for China's role to be more exerted in the international community, we must attach importance to enhancing the attractiveness of cultural export and ideology, and enhance the international influence and development level of colleges and universities through the innovation of cultural export content and mode, so as to enhance international discourse power. At the same time, we should also carefully build a foreign discourse system, build a communication and academic sharing and exchange platform for consultation and sharing, actively participate in the governance of education around the world, enhance the credibility and appeal of foreign discourse of universities, and make a good interpretation of Chinese characteristics<sup>[3]</sup>.

## ***3.2. Cultivate high-level talents with an international vision***

The international development of universities from the perspective of double first-class is inseparable from the support of high-level talents, which requires universities to strengthen the cultivation of high-level international talents, so that they have an international vision, an inclusive attitude, a clear position and good innovative thinking, and can actively integrate into the construction of an innovative country and the international development of universities. The construction of "double first-class" universities is a conveyor belt and incubator for cultivating high-level international talents. "Double first-class" universities have a good source of students, perfect educational resources, and profound international exchanges, so based on the needs of the national development strategy, it is necessary to effectively integrate the relevant management departments and internal resources of the school, set higher-level training goals, create an international education atmosphere, and promote the improvement of the level of compound international talents.

For example, to strengthen students' international missions; It is necessary to attach importance to

cultivating international organizational and management talents; It is necessary to do a good job in the work of students serving in international organizations<sup>[4]</sup>, internships, and selection and training. In addition, we should actively participate in global governance, and actively expand joint education projects and talent training with world-renowned universities.

### ***3.3. Build a team of teachers suitable for international development***

The teaching team with overseas professional and academic backgrounds has laid a good foundation for the high-quality development of universities from the perspective of double first-class, and even played a decisive role, and is the driving force for the internationalization of universities.

First of all, we should pay attention to promoting the construction of international teaching staff through cultural exchanges, academic communication and experience sharing. Under the perspective of double first-class, the international development of colleges and universities should pay attention to both education, optimize the structure of academic relations, on the one hand, hire teachers with overseas professional or academic backgrounds, on the other hand, improve the conditions for overseas exchange and further study of existing teachers, and promote the improvement of teachers' international dialogue ability and academic frontier influence. Especially due to the complex international situation and the impact of the epidemic, many overseas workers and students have returned to the embrace of their motherland. As a university, it can effectively use this opportunity, expand recruitment channels, and hire high-level overseas talents to teach on campus through policy formulation and system improvement. Second, it is necessary to strengthen overseas exchanges and training of in-service teachers. At present, the Ministry of Education, provincial education management departments, the Committee on Scholarship and many universities have overseas study visits and overseas training programs. However, how to mobilize the initiative of on-the-job scientific research and teaching staff in overseas training and promote the improvement of project implementation rate has become a problem that universities must pay attention to<sup>[5]</sup>. To this end, as a university, we should pay attention to strengthening the process management and learning results of overseas training for such personnel. Thirdly, the lack and deficiency of university administrators in terms of international vision and internationalization ability are also influencing factors restricting the internationalization development of universities. To this end, as a university, we must fully realize the importance of management talents, and improve the international vision and comprehensive quality of managers through the development of various strategies.

### ***3.4. Promote the international development of colleges and universities through the collaboration of "production, education and research"***

#### ***3.4.1. It is necessary to strengthen school-enterprise coordination and actively absorb superior resources***

As a university, we should first pay attention to absorbing social pluralistic subjects (such as social think tanks or multinational enterprises), so that they can actively participate in educational decision-making, and hire experts in enterprises so that they can participate in the evaluation of university education and teaching. Secondly, it is necessary to promote the integration of industry and education, and train teachers through project-based teaching, industry-education docking, and school-enterprise joint training. Finally, we should attach importance to communication and exchanges with the industry and enterprises, actively coordinate the international projects formulated by the industry or enterprises and the relevant plans and rules for the training of international talents, so that the contradictions and conflicts existing in diversified organizations can be solved, and through the construction of university brands, cooperation and alumni relations, guide enterprises or industries to independently cultivate high-level international talents, and then form a benign interaction with society and promote the effective integration of production, education and research<sup>[6]</sup>.

#### ***3.4.2. Promote the improvement of the level and level of education openness through Chinese, foreign and inter-school collaboration***

As a university, it should actively cooperate with world-class universities and build a platform for communication, so that universities can shift from cooperation in running schools to collaborative cooperation in scientific research and education. In terms of student training, it has gradually changed from academic to academic and application-oriented; In terms of two-way student mobility, it has changed from quantitative expansion to quality improvement in learning outcomes, and promoted the improvement of the quality of international development of universities through the construction and

maintenance of cooperative relations and mechanisms. In addition, attention should be paid to the effective connection between education at home and abroad. To this end, on the one hand, it is necessary to treat domestic students consistently based on educational norms and educational fairness, and ensure the openness and transparency of relevant processes. On the other hand, it is necessary to ensure the effective connection between students' studies at home and abroad, and design and develop relevant course teaching materials for domestic students and international students through the improvement of relevant mechanisms, so as to promote the improvement of teaching satisfaction and teaching quality of foreign students<sup>[7]</sup>.

### ***3.5. Optimize the international curriculum and talent training system***

First, we must strengthen the internal driving force of international courses. Under the perspective of double first-class, the international development of colleges and universities should actively draw on the curriculum and teaching material system of world-class universities, so that their own curriculum system is constantly optimized and adjusted, so that the basic functions of course teaching in the process of talent training can be fully exerted. Based on this, it is necessary to strengthen the design and development of courses and teaching materials, as well as investment. Under the premise of fully considering cross-cultural language communication methods, thinking systems and different knowledge bases, we should design versions of teaching materials suitable for different countries and different stages, and consciously integrate them into the humanistic history, national characteristics and modern values of excellent traditional Chinese culture. At the same time, it is necessary to pay enough attention to the construction of the all-English curriculum system, use advantages or first-class disciplines to guide colleges and universities, so that they can establish advanced teaching ideas, create an all-English curriculum system with excellent teaching content and reasonable teaching methods, and explore, and gradually promote and improve, which can not only promote the improvement of the academic level of domestic students, but also enhance the attractiveness of colleges and universities to international students<sup>[8]</sup>. To this end, domestic teachers and overseas teachers can jointly build the core English curriculum, so that some domestic and foreign students can attend classes at the same time. For example, international teaching in small semesters or summer schools can be solved by applying international courses to problems such as limited student learning, insufficient overseas teachers, and inability to communicate effectively between domestic and foreign students.

Second, optimize teaching methods and training methods. On the one hand, it is necessary to formulate innovative and complex international talent training goals, and formulate corresponding training plans based on the goals. At the same time, we should also strengthen the joint cultivation of talents in Chinese and foreign universities and the quality of overseas internship programs, so that students' international competitiveness can be enhanced, and in the advanced international teaching mode, international exchanges and cultural adaptability should be enhanced to promote the expansion of their international vision. On the other hand, it is necessary to improve the status of English in the curriculum system in combination with the lack of foreign language application ability of domestic students, and cultivate students' international language ability through diversified methods such as international exchange, thesis guidance and short-term English classes. And the use of live interactive and MOOC and other modern teaching methods to develop and apply limited international curriculum resources, on the basis of reducing the cost of international curriculum development, to promote the continuous popularization of international courses.

Third, it is necessary to strengthen overseas study and entrepreneurship education and the continuous expansion of interdisciplinary disciplines. Students who have been trained internationally can not only become the backbone of relevant scientific research teams, but also connect them in series and share academic resources through them. Therefore, on the one hand, we must encourage and subsidize outstanding college students so that they can exchange studies abroad or pursue degrees, so that the number of high-level university public exchange students continues to increase. On the other hand, the interdisciplinary intersection is increasingly prominent in the training of international talents, which requires that the way of overseas exchanges should be changed accordingly, so as to better adapt to the changes generated. To this end, as a country, we should not vigorously support innovation and entrepreneurship education, but also ensure that innovation and entrepreneurship education and international standards are in line with international standards. Therefore, we should not only give strong support to students who visit or exchange abroad, but also enable students to actively participate in hot innovation and entrepreneurship institutions or regions through innovation and entrepreneurship training, so as to promote the international development of innovation and entrepreneurship education<sup>[9]</sup>.

#### 4. Conclusions

In short, the international development of universities from the perspective of double first-class should be based on a correct understanding of the shortcomings in their own development, and adopt strategies accordingly, such as promoting the connotative development of universities based on learning from wisdom, contributing Chinese wisdom, and providing Chinese solutions; Cultivate high-level talents with an international vision; building a teaching force that is compatible with international development; Promote the international development of universities through "industry-university-research" collaboration; Optimize the international curriculum and talent training system, so as to promote the realization of the goal of improving the efficiency and quality of China's higher education while building a "double first-class" university.

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