

Exploration of Countermeasures for the Competitiveness of China's University Education

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Abstract: *The quality of university education is directly related to the development of the country and society. Nowadays, the competition pressure of college education is gradually increasing, and how to improve the competitiveness of college education has become an important issue. In the article, the author makes a detailed analysis of the connotation of the competitiveness of college education and its main characteristics and basic requirements, sorts out and studies the main problems existing in the work of college education in China, and puts forward relevant countermeasures on how to effectively improve the competitiveness of college education for reference.*

Keywords: *China, Competitiveness of university education, Problems, Countermeasures*

1. Introduction

Since the 1990s, the popularization, integration, internationalization and informatization of higher education have provided great opportunities for the development of domestic colleges and universities, and the number and scale of colleges and universities have achieved significant growth. However, while progressing, we need to realize that with the large-scale merger and expansion of colleges and universities this year, it has caused certain influence on the layout, structure and employment rate of colleges and universities. The question of "what kind of colleges and universities to build" and "how to build colleges and universities" has become a thought-provoking issue, the root of which is how to improve the competitiveness of college education and make it achieve stable and benign development.

2. The Connotation and Main Characteristics of the Competitiveness of Higher Education

2.1. Overview of Educational Competitiveness in Higher Education

The competitiveness of higher education is a part of China's overall competitiveness that cannot be ignored, representing the relative advantage of a country's higher education output in comparison with other countries. The competitiveness of higher education mainly includes the development level of higher education, the contribution of higher education to human resources, the contribution of higher education to economic development and the contribution of higher education to knowledge innovation. It is very necessary for higher education to improve its competitive level, which can meet the demand of promoting the country through science and education on the one hand, and is the necessary foundation for carrying out branding strategy on the other. At the present stage, science and education to develop the country and talents to strengthen the country is one of the development strategies in China, and multiple higher education institutions provide a large number of excellent talents for national construction and social development, so the quality of higher education directly affects the future development as well as the construction effectiveness. Nowadays, the popularity of university education in China has increased, focusing on the hierarchical and international development of university education. Therefore, China's university education is not only facing domestic competition, but also facing the fierce competition with universities from all over the world. Only by continuously improving its competitive ability can higher education find its own foothold in the field of education. Throughout the world, first-class universities have their own strong disciplines and professional brands, in this regard, the development of China's university education has a long way to go [1].

2.2. Characteristics of the Competitiveness of Higher Education

Unlike national competitiveness and enterprise competitiveness, the competitiveness of university education has its own special characteristics. First of all, college education is long-term. In the process of forming the competitiveness of college education, it needs long-term and common efforts of college teachers and students to accumulate the formed humanistic spirit and values, thus gradually forming the characteristic talent cultivation mode of colleges and universities. While improving the competitiveness of college education, it can also have a long-term influence on colleges and universities, thus forming a positive cycle. Secondly, college education has value. The education services provided by colleges and universities are beneficial to the development of social economy, teachers and students can play their own values as the main subjects of education and learning in colleges and universities. Again, college education has plasticity. At present, the competitiveness of colleges and universities in China is not yet fully formed, the education of colleges and universities will change with the changes of social culture, economic level and public concept.

3. Basic Requirements for the Competitiveness of Higher Education

3.1. Promote the Achievement of Educational Goals

The most core task of improving the competitiveness of university education is to be able to promote the realization of educational goals. The evaluation of the level of education of a university mainly depends on whether the university has implemented the work on talent cultivation and talent transfer. As a university, it needs to provide special talents, high quality workers and innovative talents to the society in the normal operation process. In order to achieve this purpose, colleges and universities should constantly strengthen their own training effect, through the education work, students can master solid professional knowledge and become compound talents who are good at learning. The process of cultivating talents is the process of realizing the goal of university education. It should be noted that it is not only necessary to ensure that students can master the professional knowledge of arts and sciences, but also to strengthen the cultivation of ideological and moral qualities, ideals and beliefs, and humanistic spirit, so that students can eventually grow into excellent talents with comprehensive knowledge structure and quality structure, and lay a solid foundation for college education to enhance competitiveness [2].

3.2. Further Optimize the Educational Structure

Due to the influence of objective factors such as majors, teachers and academic conditions, the education structure of colleges and universities in China varies greatly. In order to further optimize the education structure of colleges and universities, it is necessary to coordinate the interests of all parties and all kinds of resources in the process of daily operation and management, adjust the education level structure of colleges and universities, carry out scientific planning for the education ratio of students with different academic degrees, including postgraduates, undergraduates and specialists, ensure the harmonious development of the education level of students with different levels of education and promote the improvement of talent quality. In the process of development of college education, attention should be paid to the more balanced development of single, multidisciplinary and comprehensive universities to effectively improve the level of mass education.

3.3. Sound Educational Function of Universities

As an ivory tower for cultivating talents, university education carries an important responsibility and mission. Universities need to take on more functions in the future, such as providing more diversified educational services for society, enhancing cultural exchange and prosperity, promoting social and economic development, promoting scientific and technological revitalization to provide more contributions. For example, in terms of culture, science and education, scientific research and innovation, colleges and universities have natural advantages due to their strong talent and technical strength, and need to play more functions in basic research and scientific innovation by virtue of their scientific research capabilities. On the part of colleges and universities, they need to actively and consciously integrate into the construction of China's innovation system, gradually enhance the positive influence on professional fields and society at large, and play its driving role. In addition, university education needs to pay attention to the inheritance and leading of traditional culture and excellent

culture in its work, make good use of its demonstration ability and extensive radiation function to positively guide students and society at large [3].

3.4. Improve the Education Mechanism of Universities

Improving the current mechanism of university education can play a role in enhancing the competitiveness of university education. In the work of university education, the government and relevant departments need to play the necessary intelligence and strengthen the role of macro management ability. For example, combining the actual situation and development needs of colleges and universities, and provide more financial support and policy inclination. Enhance the level of coordination for university education and give more macro guidance for its special development. Encourage social forces, such as large enterprises or organizations, to provide support and help for the development of university education. Call on the public to play a participatory and supervisory function and contribute to the shaping of a good academic and educational environment. Promote the education of colleges and universities to face the society and effectively coordinate the interests, rights and responsibilities of related parties, so that they can form close cooperation and form a synergy in education work and make the education mechanism of colleges and universities perfect. In addition to the help and supervision given by the external environment, universities should pay attention to internal management, make positive changes, optimize and improve the existing education mechanism in accordance with their own situation, and improve the overall competitiveness and competition level by enhancing the cultivation ability of talents.

4. The Main Problems That Exist in Our University Education at Present

At the beginning of this century, China has established the development goal of building a strong country of higher education. In recent years, the achievements of university education have been remarkable, but the situation of "big but not strong, big but not precise" in China's university education has not been completely reversed, and there are still various problems to be solved in the process of improving its competitiveness.

4.1. Educational Philosophy Needs to be Improved

Some colleges and universities do not pay enough attention to the main position of students and do not provide educational services according to the actual situation and needs of students, so it is difficult to play a good role in promoting the innovation, creativity and potential development of students. In the teaching work, the traditional examination-based education model is used, mainly to instill knowledge and strengthen skills, without paying attention to the feedback and opinions from students [4]. In particular, some of the curriculums are difficult to arouse students' interest in learning and research, and do not focus on using scientific and diversified teaching methods in the teaching process, so that many students show boredom and fear in the classroom learning process. At present, many colleges and universities have a relatively utilitarian situation in teaching arrangement, and do not pay enough attention to the education of scientific spirit and humanistic spirit. In the process of teaching, there is a problem of strong limitation in the transmission of scientific knowledge, so it cannot stimulate students' motivation of active inquiry and courage to adhere to scientific ideas. Especially for humanities education, the valuable value of moral education is neglected, and the content of the relevant courses is detached from the reality of life, and students are not interested in it. In the long run, the work of humanities education is just a formality, which is extremely unfavorable to improve the competitiveness of university education.

4.2. Admissions System to be Adjusted

At present, the enrollment system of colleges and universities in China mainly takes the result of college entrance examination as the main measurement index, but in the process of planned enrollment, influenced by regional differences, the admission score line varies from province to province, and the number of planned indicators obtained is not the same. For example, the number of candidates is the same, there are more or less enrollment plans in a certain place, thus causing the number of admissions and score lines to be different. This has caused widespread concern among the general public about the unequal access to education, so there are certain questions about the admission system of higher education in China. In view of this, the country has reformed the college entrance examination system,

expanding the scope of the unified examination proposition on the original basis and increasing the freedom of choice for schools and candidates, but the phenomenon of fierce competition in some provinces still exists due to the imbalance of local population size, education, resources and other factors [5].

4.3. Development Conflicts to be Resolved

In the development process of China's university education, two types of development can be distinguished according to their different development directions: scale-based development and quality development. The former mainly seeks more breakthroughs to the outreach, while the latter pays more attention to its own connotation. With the increasing attention of the state and the public to college education, domestic colleges and universities have reflected a high level of growth in recent years in terms of school quantity and enrollment scale. However, unlike this, the overall education quality of colleges and universities has not been significantly improved. Moreover, it should be noted that the expansion of university infrastructure has to some extent led to the problem of duplication of construction and waste of resources in various aspects. For example, in the process of construction and development, some colleges and universities blindly pursue larger scale and more complete specialties without combining with their own educational ability, and the orientation of educational development is not reasonable. Therefore, in the process of pursuing "big and complete", the development effect is not satisfactory, and it is easy to lose their original characteristics in the process, which has a negative impact on the improvement of the competitiveness of university education.

4.4. Professional Settings Need to be Strengthened

Some domestic colleges and universities are not scientific enough in setting up majors, and there is a big gap with the current social development and employment needs situation. At present, the development space of college education in China is relatively loose, and the government and relevant departments have given greater autonomy to local areas, but there is still a certain tendency and influence of planning in terms of the nature of development of that college education. For example, the professional setting of college education is ultimately responsible by the relevant leading departments, so it is difficult to fully take care of the objective local differences, and the market orientation is relatively neglected. At present, some majors in some universities are relatively old, and the teaching system and teaching content do not pay attention to the injection of new knowledge, and fail to adjust and improve with the current development needs. In addition, the economic environment and the development trend of the employment market are constantly changing, especially in China's market economy, the employment system has undergone a major reform, and the problem of difficult employment for some college graduates after graduation objectively exists. Under such circumstances, some colleges and universities do not conduct in-depth research and blindly open majors with poor employment market prospect, which will intensify the competition for talents. When the ability of colleges and universities to deliver talents to the social employment market decreases, the competitiveness of college education also encounters difficulties.

5. Measures to Effectively Enhance the Competitiveness of China's University Education

5.1. Firmly Establish the Concept of Human-Centered Education

In the competitive environment, the human factor becomes the core element of the competitiveness of college education. In the process of development of college education, the establishment of human-oriented teaching concept can become the spirit and idea to guide the specific work, so as to ensure that college education always keeps the right direction. Therefore, colleges and universities should actively change the old teaching concept and always be people-oriented. First of all, the human-oriented education concept is mainly reflected in respecting the main position of students and attaching importance to their individual development, so that the relevant education work can be carried out orderly around effectively stimulating students' innovation consciousness and independent innovation ability. We will make more efforts to cultivate comprehensive and innovative talents, and update the knowledge and skills taught to students according to the changes in the industry and employment trends, so that they can take more initiative in their self-development. Secondly, we should pay attention to the construction and management of teachers' team in colleges and universities, so that teachers can always keep in mind their historical mission and build high moral character in their

work. Teachers in colleges and universities are one of the most educated social groups, in order to better take up the mission of teaching and educating people, it is necessary to ensure the improvement of professional ability and teaching level of teachers in colleges and universities, and further improve the evaluation mechanism and incentive mechanism for teachers' groups. In our university education, we should pay great attention to two important subjects: students and teachers. For education work, it should focus on the core of "educating people" and ensure that the main position of students is not shaken. For the school work, we should adhere to "humanism" and emphasize the main position of teaching. The change of educational philosophy in higher education is an important basis for improving comprehensive competitiveness [6].

5.2. Promote Harmonious Development and Reflect Educational Equity

The harmonious development of higher education and the embodiment of educational equity in enrollment and teaching is one of the key elements to guarantee the long-term and stable development of higher education in China. In order to achieve this purpose, we should always adhere to the scientific concept of development, and when there are practical problems in the process of development of university education, we should make an objective review of the problems in the light of the relevant situation, so as to conduct an in-depth analysis. First of all, the relevant departments should try to achieve equality and reciprocity when allocating educational resources, actively improve the problem of unbalanced distribution of educational resources, dilute the plot of key universities, and be able to allocate relevant resources fairly while building first-class universities, taking into account the improvement of overall education level. Next, the function of realizing the guarantee of relevant departments in the work of educational equity should be strengthened. First, to develop assessment criteria for equity in higher education. For example, to balance the ratio of general and key institutions by means of legislation, to crack down and sanction the illegal and undisciplined behaviors that occur in the field of education. Second, rectify employment discrimination [7]. The expansion of higher education institutions will inevitably lead to a sudden increase in the number of graduates, making the competition in the job market more intense and therefore more prone to the phenomenon of employment discrimination. To a certain extent, employment discrimination undermines the principle of fairness in higher education. Therefore, in addition to the government and relevant departments needing to formulate relevant policies, all sectors of society should actively create an equal and healthy employment environment, so as to minimize the occurrence of employment discrimination. In addition, the allocation of education and related resources should be monitored more vigorously, and the content of policies should be reformed and adjusted appropriately, so as to fundamentally reduce the systemic causes that undermine educational equity. According to the relevant requirements of our education sector, targeted solutions should be adopted to guarantee educational equity, so that every equity can have the opportunity to receive a good education.

5.3. Optimizing Education Structure and Highlighting School Characteristics

In the process of economic and social development, the demand for talents in each industry field has a large difference, they need talents with different academic levels, different technical levels and different types of talents. Therefore, in order to achieve all-round development and provide more "usable talents" for the society, the university education needs to improve its competitive strength and re-examine the current education structure with the development trend to make scientific and reasonable improvement, in this process, the characteristics of schooling should be highlighted continuously. In addition to vigorously developing postgraduate education, undergraduate education and specialized education, we should not relax the establishment of other higher education training institutions, so as to meet the educational needs of different people and stages. For higher education institutions, it is necessary to highlight the characteristics of schooling, clarify the positioning of schooling, and encourage various forms of schooling in addition to the traditional mode. In order to meet the needs of "Made in China 2025" and the development of high technology, we need to develop higher vocational education to meet the needs of a large number of technical jobs in the society, to cultivate such professional and skilled talents for the society. In recent years, the concepts of lifelong education and learning society have been recognized by all walks of life. Therefore, we need to continuously improve the lifelong education system, especially the higher education institutions should actively take the responsibility of providing lifelong education for the nation and work hard to build a learning society. Through a series of adjustment and integration, the educational structure of colleges and universities will be more reasonable and their characteristics more prominent, so that they can make more significant progress among the competition in the field of education.

5.4. Focus on teaching quality and consolidate the training effect

The most core work task of higher education institutions is none other than the scientific and orderly teaching work. As an important base of concentrated talents, strong technical force and active innovation, higher education plays a role that cannot be ignored in providing intellectual foundation and leading the development of transmission of new. Therefore, in the work related to college education, improving teaching quality and consolidating teaching achievements are the top priorities of the work. Universities should gradually change the competition of enrollment quality into the competition of education quality through daily teaching work, so as to realize the process from quantitative change to qualitative change. During this period, the comprehensive evaluation and assessment of the teaching effect should be emphasized. For example, in undergraduate education, we need to continue to increase the cultivation of students' comprehensive quality, focusing on the organic integration of humanistic spirit and scientific knowledge, not only focusing on classroom teaching, but also on the construction of campus culture and various activities, so that various learning and extracurricular activities can form a synergy, and together have a positive impact on students' practical ability and innovative spirit, so that students can develop in a coordinated manner. In the postgraduate education, emphasis is placed on the cultivation of scientific research ability, and teachers in universities need to introduce the frontier knowledge in the industry into the course content and teach students the scientific method, so that students' research ability can be significantly improved. In addition to teaching, universities should also pay attention to providing a more relaxed environment for teachers and students at the institutional level, so as to lay a solid foundation for the all-round growth of graduate students [8].

6. Conclusion

It is impossible for all domestic university education to take comprehensive, multidisciplinary and research-oriented institutions as the only development strategy. It needs to combine its real situation, highlight the characteristics and innovation in the process of schooling, instead of developing according to a unified model, and face the gradually increasing competitive pressure, pay attention to multiple measures to effectively improve the competitiveness of university education, finally cultivate excellent talents for the construction of the country and society.

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