

# Characteristics and Development of Higher Education Management in the New Era

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**Abstract:** With the continuous development of economy and society and the rapid development of higher education, profound and significant changes have taken place in the thought, system, content and means of higher education. Continuously promoting the innovation of higher education management is the key to the rapid, healthy and sustainable development and vitality of China's higher education. Management innovation will become the only way for higher education to get out of difficulties and adapt to market changes.

## 1. Introduction

The construction of double first-rate is not only the goal of China's higher education in the future, but also the signal and opportunity for China's education to connect with the world. Under the guidance of national macro policies and in combination with the development status of various schools and disciplines, how to formulate development plans with advanced, international, Chinese characteristics and distinctive characteristics of colleges and universities will become an important content of the work of government departments, domestic colleges and universities and scientific research institutes in recent years. It directly determines the material and policy support that colleges and universities and majors can obtain in the next round of development, and directly determines whether these colleges and majors can take the lead in the new education planning.

## 2. Building First-rate Higher Education from a World Perspective

To build a first-rate university, a first-rate discipline and cultivate first-rate talents, we first need to update the educational concept and expand the educational vision. The proposal of the "double first-rate" construction goal not only reflects the international development vision and educational concept, but also the more open society and the more urgent demand for high-end talents. The proposal of this construction plan also reflects the country's self-confidence and enterprising spirit in the cause of culture and education. Since the founding of the people's Republic of China, China's education has made great progress in less than 100 years, especially in the nearly 30 or 40 years of reform and opening up. From this change, we can see that China's colleges and universities have made outstanding achievements in the ranking of authoritative universities, and show an upward trend. The regional distribution of colleges and universities in China is uneven in the East, middle and West.

By 2020, the total number of colleges and universities in the East, the middle and the west is 1142, 862 and 675 respectively, accounting for 42.63%, 32.18% and 25.20% of the total number of colleges and universities in China. The number of colleges and universities in the East is about 1.69 times that in the West. Relevant survey data show that the development of higher education in Western China in 2020(see Table 1 and Figure 1 below). The improvement of the comprehensive strength of China's higher education has laid the foundation for today's construction of world-class universities and first-rate disciplines. However, it is undeniable that there is still a gap between China's education, especially higher education, and the most developed countries in the world.

Table 1 Comparison of higher education development among provinces in Western China.

Region	Province	Number of college students per 100000 population in 2020 (person)	Number of colleges and universities	Number of double first-rate colleges and universities	Number of first-rate colleges and universities	Number of colleges and universities with first-class disciplines
the West area	Inner Mongolia	1969	53	1	0	1
	Guangxi	2383	74	1	0	1
	Chongqing	3084	65	2	1	1
	Sichuan	2339	109	8	2	6
	Guizhou	2129	70	1	0	1
	Yunnan	1999	77	1	1	0
	Tibet	1678	7	1	0	1
	Shaanxi	3582	93	8	3	5
	Gansu	2217	49	1	1	0
	Qinghai	1391	12	1	0	1

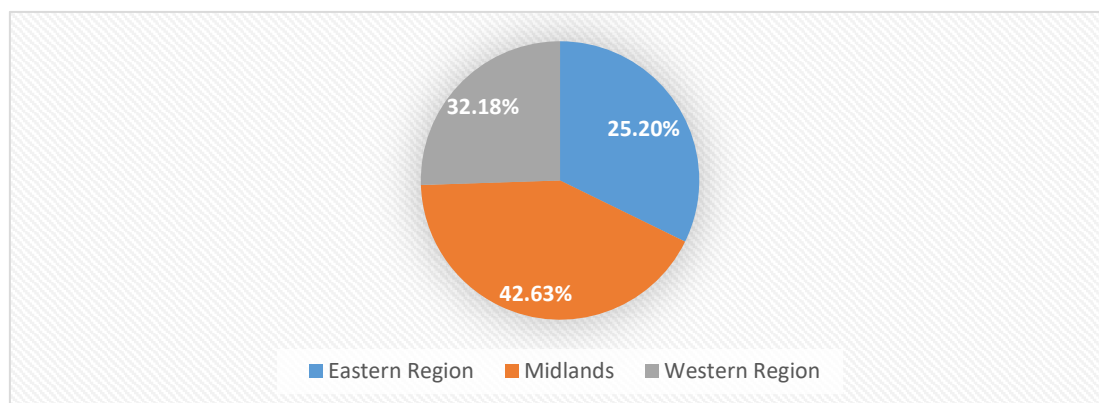


Figure 1 Distribution of colleges and universities in Eastern, Midlands and Western China in 2020.

First of all, we should emancipate our minds, broaden our horizons, learn from countries and universities with the world's leading educational level, learn advanced ideas and specific measures from both theory and practice, narrow the gap with world-class universities, cooperate and exchange through hardware construction, talent introduction and talent training, and create a development model of higher education with Chinese characteristics, Enter the advanced ranks of world higher education as soon as possible(2019,Zhao Yang).

Secondly, we should be far sighted, establish the training objectives and training programs of international frontier disciplines, cultivate excellent talents with innovative consciousness and sense of responsibility, and cultivate top-notch talents with international competitiveness and influence in various fields. Training objectives and plans are important guiding documents for personnel training of various disciplines and specialties, including specific objectives, requirements, methods and measures for the implementation of the plan. The training objectives and programs reflect the ideas and characteristics of colleges and universities in education and management. It should be emphasized that the cultivation of high-end talents should adhere to the principle of diversification. The social demand for top innovative talents is multi-level and diversified. We should cultivate not only academic talents, but also compound and applied talents; to cultivate top-notch innovative talents in science and engineering, we should also pay attention to the cultivation and selection of top-notch innovative talents in the field of Humanities and social sciences. We should not only cultivate top-notch talents who have made contributions to China's social and economic construction, but also cultivate outstanding talents who are determined to make contributions to world culture and civilization.

Finally, build a guarantee mechanism for international talent training. In the final analysis, the competition between the state and education is the competition for talents. First class talents are the

ultimate goal of the development of first-rate universities and first-rate disciplines. The realization of advanced training objectives needs a sustainable guarantee mechanism. The construction of organizational system is the basic condition and safeguard measure of university internationalization. An international university must have a relatively complete set of international operation mechanism and corresponding guarantee system. This training mechanism and guarantee mechanism include the internationalization of graduate tutor team, experimental platform, management mechanism, evaluation system, etc. Only by establishing an international postgraduate training and guarantee mechanism can we finally achieve the goal of cultivating first-rate talents with international vision, mastering cutting-edge knowledge and integrating into international professional academic exchanges. Only with first-rate concept, first-rate goal, first-rate teachers, first-rate courses, first-rate platform, first-rate management and guarantee, can the construction goal of first-rate talents, first-rate disciplines and first-rate universities be realized.

### **3. Adhere to the Construction of First-rate Higher Education with Chinese Characteristics**

To build a double first-rate university with Chinese characteristics, we must first give full play to the advantages of the socialist system, adhere to the party's leadership over higher education, and adhere to the state's macro guidance and regulation. Compared with capitalist countries, a major feature and advantage of China's higher education lies in the support and guidance at the national level. With the increasing trend of globalization, the flow of talents around the world is becoming more and more frequent, and the competition is becoming more and more fierce. Since the middle and late 20th century, the school running rules of higher education and the social functions undertaken by universities have been expanding day by day. China and even countries all over the world have put forward the plan of vigorously developing higher education, and pay more and more attention to the government's investment and guiding role in higher education. By 2020, more than 30 countries and regions have successively issued the "world-class university creation plan". Although the organizational structure and management mode of their creation plan are different, their purpose is to improve the ranking of Universities on the international university ranking list and win their own voice in the field of higher education. Many countries or regions generally adopt the creation policy. A direct reason why the government plays an important role in the field of higher education is that the allocation of advanced scientific research facilities and engaging in cutting-edge scientific research require large cost investment, and it is difficult to quickly build a world-class university without a good policy environment and direct government initiative and support. In addition to strong financial support, the government's strong advantages in macro education planning, formulation of education policies, evaluation, integration and rational distribution of university resources can not be replaced by any person, organization or university. Therefore, we should vigorously tap and make use of the advantages of China's socialist system and gather the strength of the whole country to run education, so as to maintain our advantage in the new round of competition(2020,Xu Menghan).

To build a first-rate university and discipline with Chinese characteristics, we must adhere to the education and dissemination of Chinese traditional culture in higher education, meet the needs of serving China's economic and cultural construction, and pay attention to cultivating students' Ideological and political education, patriotism education and humanistic quality. The goal of China's higher education is not only to cultivate high-end talents, but also to cultivate excellent talents who are politically advanced, ideological emancipated, knowledgeable, determined and able to serve the cause of socialism. The most important thing for Chinese students' sense of social responsibility is to adhere to the socialist core values, highly identify with socialism with Chinese characteristics, have full confidence in China's road, theory and system, and have the spiritual heritage of China's excellent traditional culture in their words and deeds. Only when students have Chinese spirit and Chinese values can they win the respect of the world. We want to cultivate technical backbone and top-notch talents from all walks of life, as well as first-rate top-notch talents with firm faith, profound knowledge, sense of responsibility, sense of responsibility and dedication. In a sense, these talents are also representatives of China's image and China's good international

image.

#### **4. Promoting the Construction of First-rate higher Education with Differentiated Development**

The proposal of the differentiated development strategy of double first-rate construction is not only the internal requirement to ensure the rational allocation of educational resources, achieve sustainable development and build a good education development ecosystem, but also the internal requirement to promote first-rate universities and first-rate disciplines to create their own advantages and characteristics and achieve breakthrough and transcendence. At the same time, this strategy is also the internal requirement of the interactive relationship between colleges and universities and national and local economic and social development. Building first-rate universities and first-rate disciplines is a major change related to resource allocation in the field of higher education. This change itself includes the development and the optimization and integration of resources. Leaving the overall planning and setting duplicate disciplines and specialties in a group will not only promote the realization of the goal of double first-rate construction, but also produce adverse phenomena such as waste of educational resources, loss of educational characteristics, decline of educational level, disconnection between education and social needs, etc. For some uncompetitive colleges and universities, ignoring the differential development of education will even lead to their own survival dilemma.

The proposal of the double first-class construction plan not only supports the development of individual colleges and majors, but also ignores the living conditions of many other participants in the education system. On the contrary, the program aims to build a hierarchical, characteristic and interactive education ecosystem. From the perspective of educational ecology, education is an ecosystem, the unity of the interaction between all organisms and the environment in a certain area, with the functions of energy conversion, material circulation and metabolism and information transmission. People usually regard a country as a huge education ecosystem, including several subsystems such as general education system, higher education system and vocational education system. In the ecosystem, different types of colleges and universities carry out scientific positioning to overcome the tendency of homogenization. At the same time, strengthen inter school cooperation and exchanges, share public education resources under the guidance of economic and social development according to their own characteristics, and give full play to the functions of colleges and universities in serving and giving back to the society.

#### **5. Conclusion**

Core values not only inherit China's excellent cultural tradition, reflect the spirit and requirements of the times, but also absorb the beneficial achievements of world civilization. In the process of building double first-class higher education in China, Sinicization is the basis of internationalization, and internationalization is the goal and guarantee of Sinicization. Higher education and high-end talent training must adhere to the dialectical unity of internationalization and Sinicization. Without Chinese characteristics, our education can not really enter the territory of international higher education, nor can it have its own voice. Without an international vision and platform, our Chinese characteristics will be complacent and ultimately unable to establish and develop.

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