

Analysis on the Core Competitiveness of Physical Education

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Abstract: The core competence of professional colleges and universities is the core element of discipline construction in colleges and universities. The core competitiveness of physical education majors is the embodiment of the advantages of running colleges. This paper uses the methods of literature, expert investigation and analytic hierarchy process to construct the core competitiveness index system of physical education major.

1. Introduction

Since the 1990s, in the process of transforming China's higher education from elite education to mass education, the contradiction between the scale, efficiency and quality of higher education has become increasingly prominent. Under the background of mass education, the reality that modern universities in China should "cultivate what kind of people? How to train people?" has become the focus of attention of the education community and society. In response to such problems, the education authorities have clearly stated in the National Medium- and Long-Term Education Reform and Development Plan (2010-2020) that China's higher education is based on improving the quality of undergraduate personnel training, with professional construction and classrooms. Teaching is a key point, and strives to make new breakthroughs in professional restructuring, high-quality teaching resources construction, college students' practical innovation ability training, classroom teaching quality assurance, teaching reform and innovation, and strive to cultivate diversified high-quality talents for economic and social development. Therefore, how to improve the core competitiveness of China's higher education personnel training is the overall goal of modern university deepening education and teaching reform, especially as a sports college that trains applied talents. Undoubtedly, the physical education major is the traditional superiority of the higher physical education colleges in China. The quality of its professional construction is directly related to the survival and development of the school. Therefore, how to improve the core competitiveness of physical education major is not only the demand of the times for the development of this profession, but also the inevitable requirement for the physical education colleges in China to improve the level of running schools and improve the quality of personnel training.

2. Core competitiveness theory

The research on the core competitiveness of the university is based on the core competitiveness theory and is the extension and expansion of the core competitiveness. At present, it is still in the introduction concept, grafting mode, borrowing method and the preliminary design stage of the core competitiveness structure and elements. Different scholars put their own views from different angles and try to define the core competitiveness of the university clearly and clearly. At present, there are three representative viewpoints in the academic world: "the concept of skills", which understands the core competitiveness of the university as "taking the technical ability as the core", and continuously integrates the competitiveness elements or achieves continuous competition through the utility of a certain factor. The ability of superiority; the "knowledge concept", the university's competitiveness is "the knowledge system that identifies and provides advantages", which is formed under the synergy and combination of the various elements of competitiveness; the "resource view", the university's core competitiveness is a kind of " "Advantageous resources" is

the result of the effective operation of the university's own resources. On the basis of the above research, the university's core competitiveness can be defined as: the formation of different skills in the process of long-term development, the ability to coordinate various technical resources, the integration of various technical resources, the university to gain individuality and advantage and continue to win in the competition. Kernel capabilities. First of all, it is a kind of kernel capability, which is gradually cultivated by the university in the long-term practice process. It is the accumulation of long-term systematic learning experience, the core competence of the university, and the stability. Secondly, the university's core competence is linked to its specific history and culture. It is associated with the university and is rooted in the university culture. It is a "historical accumulation" process with distinct characteristics, which makes it difficult to imitate and Irreplaceable. The practice of exploiting individual human resources of competitors to build core competitiveness will not produce the desired results. Furthermore, the core competitiveness of the university not only shows a dynamic comparative advantage, but also has the ability to produce this comparative advantage sustainably. It is the formation of an advanced concept, adaptation mechanism and unique environment of an organization. The inner spirit of not taking it, imitation, and inability to hurt.

The university is a comprehensive organization that integrates the three functional activities of teaching, research and social services. In the course of these functional activities, general competitiveness in teaching, research, social services, and resources has emerged. They are the external manifestation of the university's core competitiveness and are at the surface of competition between universities. The university demonstrates its core competitiveness by coordinating and integrating these general and superficial competitiveness. Therefore, the university's core competitiveness has a certain level of performance, namely basic ability, comprehensive strength and core ability. Among the hierarchical elements of the university's core competitiveness, the basic ability level is the "entry barrier" that determines a university's enthusiasm in the competition. The comprehensive ability is the evaluation lever that determines the merits of a university in competition. The core competence is The key factor in determining whether a university can last forever.

3. Core competitiveness of physical education major

According to the understanding of the core competitiveness of the university, the core competitiveness of the physical education major can be defined as: relying on the resources of the respective schools, forming different skills in the long-term development of the physical education major, and integrating various technical resources, Gain the ability to continue to win in the competition. How to establish a competitive advantage of "no one has me, no one has one", the key is whether there is a culture that produces competitive advantage, including ideas, mechanisms, environment and spirit. This is the "core ability". In addition to the core competitiveness characteristics of universities, it also has a distinct self-representation within the university organization: 1) Convergence. A professional existence is attached to the organization of a university. The organizational culture of its university has strong constraints on its development, but at the same time it is active in the organizational culture to which it is attached. This interdependent relationship makes The core competitiveness of the physical education major inevitably shows the characteristics of integration with the attached university. 2) Uniqueness. The physical education major should not only compete in the competition of similar professions, but also compete with other majors in the same school. This needs to be considered from the development contribution of the school. The layout of the professional development of the school should consider the value of society and the ratio of input to output. This requires that the cultivation of the core competitiveness of the physical education major needs to be unique at the school level. Market perspective and positioning, as well as unique features.

Since core competitiveness is a kind of implicit comprehensive ability and a historically precipitated culture, can it show specific indicators for comparison with each other? We believe that the explicit professional competitiveness is The core competitiveness is the result, and the

performance of the most specific indicators of professional competitiveness (such as the number of students enrolled, employment rate, student satisfaction, student quality, teacher level, equipment conditions, etc.) is easy to change with the changes in market demand. Supporting this change and relatively stable is the concept, mechanism, educational environment and spiritual culture. However, the strengths and weaknesses of these core elements are difficult to quantify directly. Therefore, the author attempts to specificize these core elements to some observable, relatively stable factor indicators that are closely related to core competitiveness.

4. Cultivate the core competitiveness of physical education major

“High starting point” is the foundation of career development. College physical education majors should analyze their competitive advantages and disadvantages according to their own schooling conditions and external environment, calmly face the increasingly strong competition of physical education majors, carry out accurate target positioning and value orientation, and clearly provide quality services for social needs. Only in this way can the responsibility of the development of the education profession be recognized by the society, adhere to the principle of “doing something for nothing”, focus on the development goals and core values, and will be able to reflect the advantages and characteristics, and have broad prospects for the development of the subject area, special The combination of capabilities and key areas, so as to build their own competitive areas of competition, quickly cultivate and form their own core competitiveness in comparative advantage. “A top-notch university is not always top-notch, but a top-notch university must have a first-rate aspect.” The same is true for top-notch physical education majors. According to its own characteristics, social development, and changes and development of competitors, the physical education majors clearly define the advantages of comparative advantage, comprehensively utilize various resources in the colleges, and prioritize the professional strength of disciplines, take people as the foundation, and practice “internal strength.” Under the guidance of professional goals, select academic leaders and form academic echelons, focus on the research direction and priority areas of certain disciplines, and strive to expand comparative advantage, create professional brands, occupy disciplines or command points in some areas.

Academicity is the basic attribute of a university and reflects the basic social values of a university. The level of academic level of the university determines the quality of personnel training; the level of scientific research results and the level and scope of social services are the main manifestations of the university's core competitiveness. Therefore, the physical education major must attach importance to academic activities, increase scientific research and development, improve scientific research capabilities and standards, make full use of human resources, and continuously enhance core competitiveness. Strengthen teaching and cultivate students' innovative knowledge and innovative ability to make them have innovative personality. Actively participate in teaching activities and scientific research, adhere to both hands, correctly handle the relationship between the two, and continuously improve competitiveness.

A good sports culture atmosphere can provide a good environment for the cultivation of sports core competitiveness. We must provide a relaxed and tolerant management environment, attach importance to talents and cite talents, and on the basis of reality, rely on our own ability to explore and build talents, continuously increase the development of human resources; create a lively physical education environment and deepen professional reforms. Breaking through the traditional teaching mode, broadening the horizon; creating a good research environment, letting physical education grasp the latest academic developments and scientific research achievements of the discipline, enriching the content, broadening the extension; building a multi-activity environment, cultivating students' sports interests and abilities, and improving their Physical education and cultural literacy, enhance their social service capabilities. The cultivation of the core competence of physical education major in higher physical education colleges must be based on the social division of labor and grasp the internal law of sports talent training, track the society's demand for the knowledge, ability and quality structure of specialized talents, and construct a professional construction guarantee system that is suitable for it. To create an innovative faculty, select and train

professional leaders with social influence, and improve the level of scientific research service society. From the analysis of the weighting factors of the secondary indicators, despite factors such as the concept of professional construction, the conversion rate of scientific research results, the quality of curriculum construction, the high level of competitive sports achievements, the achievements of provincial and ministerial level achievements (teachers), outstanding alumni and other elements, It is not a direct factor affecting the formation of core competitiveness of higher physical education colleges, but they can be used as an explicit indicator for the evaluation of core competitiveness of physical education majors in higher physical education colleges. They can directly reflect the effect of talent training and serving the society, and they are also professionally sustainable. The necessary support for development.

5. Conclusion

This paper analyzes the current and future competition trends of physical education majors in colleges and universities in China, and discusses the connotation of the core competitiveness of physical education majors, studies its influencing factors and investigation contents, and puts forward the physical education of colleges and universities in China. Professional core competitiveness training recommendations.

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