A Study on Transformation and Development of Applied Undergraduate University from the Perspective of “the Structural Reform of the Supply Side”

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Abstract. The development of regional economics and social need the applied talents, and the regional colleges and universities shoulder the arduous task of cultivating talents for the local people. Based on the background of supply side reforms, in terms of how to promote the supply of undergraduate vocational education system and to promote to provide efficient and good-quality teaching supply which set students as the center, to form a new system of transformation and development of applied undergraduate university with the integration between production and education in full aspects, and to cultivate needed talents for local economic development.

1. The Research State of Supply Side Theory

1) The supply side theory begins from “Say’s Law” in the beginning of nineteenth century. “Say’s Law” holds the idea that the economics could be free totally. It emphasizes the supply could create the needs, and as long as the three big elements of labor, land and capital have free combination, the generation of social wealth’s maximum benefits could be realized. And it requires to reduce the interfere management of government towards economics at the highest limit.

2) “The supply-side management school”. “The supply-side economics” presents “Say’s Law—Keynesianism—the growth of the supply-side school—the restoration of Keynesianism—the supply-side management” these two round development orbit with “negation of negation”. It clearly points that the only source of economics growth is on the supply side, and to refine the content and means of economic management, focusing on the relationship between employment and economic growth, stressing to stimulate economic development by reducing tax and other ways; “The supply-side management school” have more of institutional economics color, it emphasizes that supply-side reform should not only stays in the level of technical means, but also adjusts the economics structure and optimizes the quality of supply with a more comprehensive system design. This helps to seek sustained and stable economic development.

3) As the latest form of theory of “New supply economics”: the supply side is relative to the demand side. They two have the relationship of unity of opposite. Both of “the supply management” and “the demand supply” can’t be neglected. “Supply” can generate “demand”, and the “demand” also can forces “supply”. And to solve economic problems by using “the supply-side” can not only create new demands, but also this kind of demand has stability, reliability and sustainability. The theory of “the new supply economics” emphasizes rational “supply management”. It affirms the important theory significance and practical contribution of “supply management” and it focuses on giving institutionalized and systematized design considerations to “the supply management” with the guidance of Institutional economics theory.

4) The supply side of education is likely to the supply side of economics, they will form a supply chain in the internal part. Vividly, the supply chain of education is made up by government supply, social supply and school supply together. The government supply mainly uses capital, policy, system and administrative power to do financial support and macro-control on education. The social
supply mainly uses public opinion guidance, fairness principle, folk capital and family resource to do environment maintenance and financial support on education. And the school supply integrates all sources, and to provide various needed educational products and services for market by performing duties. Obviously, the supply-side reform of education is not just the business of school, the education supply-side of school and in view of the fact that high-level university is the most direct provider of education products and service. To discuss its current situation of supply side can revel high-level university’s own existence questions. To discuss and analyze its cause can rethinks the problems of education supply side of government and social through the current situation of the education supply-side of school.

2. The Importance of Transformation and Development of Applied Undergraduate University from the Perspective of “the Structural Reform of the Supply Side”

2.1 To improve undergraduates’ employment

Since the higher education is popularized, college students’ “hard employment” has become an indisputable fact. The essence of employment is the matching of talents supply and demand, it also exists in the balance and interaction problems between “supply” and “demand”; to learn the actual reason, there are the problems that the scale of graduates grows too fast and the overall needs of high-end jobs are short. But the more essential question is the talents supply and demands has many forms structural contradictions, such as specialty, hierarchy, quality, gender, region and concept. From the perspective of supply side theory, the so-called university students' employment structural contradiction mainly refers that there are dislocation with social needs for college graduates in the aspect of education level and professional structure, ability and quality and others. The direct expression is that the phenomenon of the “difficult employment” of college students and employers “recruitment difficulty” exists together. Simply speaking, invalid supply and low quality supply are too much, and the accuracy and effective supply are scarce, these are the fundamental cruxes of college students’ difficult employment. The main reason for talents structural contradiction between supply and demand lies in the supply side, and there are also the problems that the “supply” is difficult to create “demand”. The structural problem of supply-side is that the vertical level structure, the horizontal professional structure and the employment ability structure of talents supply are out of line with social needs. One of the proposed key points of reform aimed at question cause is to improve the school running mechanism, to optimize the professional structure of talent supply, and to improve the quality of talent supply and to promote the employment of college students.

2.2 To promote the relevant reform of higher education

The scale of higher education is decided by two aspects of demand and supply. Since China has implemented higher education enrollment plan in 1999, The homogenization of majors in universities is serious and the market demand has been saturated nearly; and the new adjustment of major structure cannot be follow-up timely, resulting in some enterprises is in urgent need of professionals as there is no recruitment in the universities. In the recent decade, higher education has made great achievements in economic development, and at the same time, the problems such as the imbalance of education development ratio, the uneven distribution of educational resources, the poor quality of talent supply and the difficult employment of graduate’s employment are still existing. Since the fifth Plenary Session of the 18th CPC Central Committee of the party has put forward to strengthen the structural reforms of supply side in the economic field, the structural reform of supply side provides a new way to solve the above problems, and it becomes the future direction of education reform.

2.3 To build the transformation and develop mode of applied undergraduate universities

The development of regional economics and social need the applied talents, and the regional colleges and universities shoulder the arduous task of cultivating talents for the local people. However, because of the restriction of traditional education concept, the practice teaching mode of
most universities in our country is single and rigid, and it is not in harmony with the requirements of economic development for talents in the new century. Therefore, to put forward the research on the transformation and development mode of applied undergraduate university from the perspective of “the structural reform of the supply side”. It does reform on the current education mode, using the cultivation method of open and innovative talents to cultivate applied talents. To set the service place as the core to strengthen the social function; to create brand to form its characteristic; to construct and implement the talents cultivation mode with the research of applied science and the transformation and service of technology towards regional economic development.

3. The Transformation and Development Mode Construction of Applied Undergraduate University from the Perspective of “the Structural Reform of Supply Side”

To explore the transformation and development mode construction of applied undergraduate university under the background of the supply-side reform. Its thought is: to establish a differentiated consciousness of supply, setting the industry and talent management demand as the guidance and setting “the integration of resources, the elements of collaboration, the industrial radiation” as the characteristic to integrate universities’ internal and external resources such as personnel, intelligence, services, to optimize the structure of specialty, and to adapt to industrial upgrading and emerging occupation demand. To explore the cooperation and co-construction mode of school and enterprise with the talents training of innovation and entrepreneurship. To promote the docking between professional setting and industrial needs, the docking between the curriculum content and professional standards, the docking between teaching process and production process.

3.1 To aim at the teaching location and to plan the top design of applied universities

As the leader and decision sector in applied undergraduate colleges, should do top design as soon as possible, and establish the teaching location of “orientation, application type”, to make a clear specification of talents cultivation, to identify the conjunction point which connects universities and regional economic development to adjust the structure of professional talents. Actively adjust the professional direction according to the needs of industrial talents. To produce new majors by crossing and integrating traditional advantaged subjects. Based on the principle of “front edge, crossing, urgent need” to actively add needed majors which meets local economic and industrial development. To walk the way of staying local, integrating local and serving local in order to form teaching feather with regional economic characteristic.

3.2 To optimize the professional structure, and to adapt to industrial upgrading and emerging professional needs

On one hand, based on the adjustment and change of regional industrial structure, we should reform the professional setting mechanism and build dynamic system of professional construction. To make the specialty root in industrial upgrading and economic development from its source. Through optimizing the professional structure and layout, then we optimize the students’ knowledge, ability and quality structure, so we promote the close docking between the talent supply chain and the economic industry chain. On the other hand, it is necessary to establish a professional early-warning mechanism. To set the survey result of graduates employment as the basis of the professional settings and enrollment plan allocation to divide them into green brand major, early-warning major and so on, and to expand the dynamic adjustment evaluation of majors’ enrollment plan. In addition, we should also melt with a series of strategies like “The Belt and Road”, to construct the professional group which adapts the needs of regional economic development and has the industrial feather and notable benefits, which helps to improve the matching degree of professional group and industrial group.

3.3 To innovative personnel training mode and to enhance the precise supply of skilled talent

The key point is to promote the students to adapt to the education mode, which makes education
adapt the students and the position demand pattern. One must relies on the occupational education policy and their own professional construction advantages, to establish a construction plan of talent cultivation which set “occupational ability, curriculum system, occupational certificate” as a whole. To strengthen the practice of teaching and skills training and pay attention to the integration of competition and teaching. To construct the skilled talents cultivation mode with combination of theory and practice. The next is to actively promote the joint schools, the integration of university and production, the cooperation of university and enterprise, to form local vocational development alliance. And to play a leading role and radiation effect on advantaged occupational education resources, to cooperate and promote the development project of the depth integration of production and education. Thirdly, to build overpass of vocational education, and develop a higher level vocational education actively. To make efforts to cultivate innovative and entrepreneurial, technical and skilled talents with multi levels and types. Thus, to promote the positive interaction between the needs of industrial economic development and talent supply, and to promote the organic integration and development between educational chain and industrial chain, and to provide the necessary talent supply and intellectual support for industrial transformation and upgrading.

3.4 To carry out the cooperation between school and enterprise cooperation, the integration between production and education

Firstly, enterprises should infiltrate with the school to promote the construction of school and enterprise’s cooperation together. To participate in whole teaching process actively, such as the formation of personnel training programs, professional construction, teaching process, employment practice. Secondly, the school and enterprise can explore profitable business projects jointly, to seek a deep cooperation, and to achieve the sharing of interests to meet the needs of long-term development of enterprises. For example, to cooperate and explore the training mode of applied talents with “bachelor degree and junior title”. To encourage enterprises and university organize vocational education and training jointly, to hold educational training of vocational ability enhancement. Thirdly, according to the job requirements of the enterprise to revise the curriculum system and the professional setting, to send teachers to participate in the practice of enterprises in order to explore new areas problems and teaching mode.

3.5 To innovate the mode of human resource management and to strengthen the construction of teachers

Teacher is the important element and participant of vocational education. The power of teacher provides important security for the structural reform of supply-side of undergraduates’ vocational education. Therefore, the way of innovating the mode of human resource management: one is to open the school in order to build the teachers’ team as well as perfect teaching team. Particularly, to pay attention to actively introduce perfect skills, management elites into the classroom. To make them teach experience and skills and make this becomes an important part of human resources in applied universities. On the other hand, attention should paid to set the deepening of school enterprise cooperation as the direction, to set the reform of classroom teaching as the key point, and to build excellent teaching team to cultivate high-quality talents. Thus, only by this way can we build the important resource for the seamless docking of universities and enterprises.

So we can improve the quality of the supply side of the applied undergraduate education, enhancing adaptability of labor structure for the industrial demand change, promoting the change of undergraduates’ occupational education from “the demand-side pull” to “the supply-side push”.

References


