Issues Related to Chinese Private Higher Education

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Abstract. This paper tries to study the issues related to private higher education in China, such as students, teachers, teaching method and so on. According to the successful experience of other countries, advanced school-running concept plays a key role in the construction of high-level private universities. It is the core and soul of school development. This paper raises new school-running concept from such aspects: developing school centering on humans, enjoying unique advantages and high teaching quality.

Introduction

“China Plan for Medium and Long-term Education Reform and Development (2010-2020)” which was issued and implemented on July 29th 2010 proposed the goal to construct high-level private schools”. This is the first time that the issue of construction of “high-level private schools” has been put forward in national-level documents. After wards, Ministry of Education introduced a series of documents and policies which advocate construction of high-level private universities. This shows that "construction of high-level private universities" has been included as one of the development goal of national higher education, and at least reflects the country has new expectations of its private higher learning institutions. Construction of high-level private universities is the common pursuit of private higher education industry in China. High-level private universities are high in terms of type, level and stage. Wu Qidi, former vice minister of the Ministry of Education, pointed out that “We need to change our stereotyped academic quality concept which was formed in elite education stage and set up nationwide, diversified and dynamic quality concept...all universities, irrespective of their current level and type, can be developed into first-class ones enjoying the highest level and the best quality.” A high-level private university is expected to feature advanced school-running concept and guidelines, excellent faculty, distinctive school-running features, standardized and efficient management as well as high quality of talent cultivation. School-running concept is one of the decisive factors for construction of high-level private universities in China.

School-running concept is the core and soul of school development, involving the top-level design of school. It is also a big proposition with deep exploratory which matters development strategy of a school, and the value target orientation and pursuit to establish school-running guidelines, school-running mission, school-running features, research strategy, and talent cultivation, etc. from the concept. It reflects the school's core values and science education development concept, is a rational concept of school-running practice, the concentrated reflection of the nature, rule and thought of education, and also the cohesion and guidance of the school kernel spirit and belief pursuit. Therefore, establishing scientific school-running concept affects and decides the way of act of school-running subject and the whole process of the development goals. To build high level private universities, we must have the scientific school-running concept. This requests us to start from the reality of school, to follow the rules of education, to adhere to starting with the four big functions of higher education of talent cultivation, scientific research, serving the society, inheritance and innovation of culture, and to establish matter-of-factly in the school practice. Specifically, it includes the following aspects:
Set up the Human-Oriented Educational Philosophy

First, end and foothold of education are human, so centering on human is the most basic and the highest value pursuit of education. To adhere to the scientific education development of centering on human is to always adhere to the implementation of overall progress and development of human, to always adhere to satisfying the masses of the people's growing scientific culture education right in the running process, so as to make both the educators and the educated to obtain whole-participation, personalized and customized development. It has the special value connotation of private higher learning institutions to adhere to the school-running concept of centering on human as a new educational system.

To Adhere to Centering on Human, the First is Centering on Students

The first of centering on human is centering on education, namely centering on students. The four functions of the modern university have told us that the talent cultivation is the fundamental function of university education, and students’ matters are the university’s priority. Centering on human of the university is to take talent cultivation as the fundamental task and the highest goal of university development. It request search work the university to take the student as the main body, to adhere to the student development concept of students first, and to achieve everything for the students, for all the students, and for all of the students. To adhere to centering on education, centering on the students is to awake and respect for students humanity. The second is management for education. Management should have quality and benefit. The deeper the education reform is, the more necessary it needs to strengthen management. Establishing organizational system of private higher learning institutions needs to strengthen management especially, to innovate the reasons, emotion, laws three-in-one teaching mode of convincing people by reasons, moving people by emotion, and educating people by laws, and to achieve humanistic system management, exquisite process management, scientific objectives management, so as to realize the fundamental change of university spirit, teaching style, and study style. The third is service for education. As the management, teachers and teaching staff of university, service for students is the responsibility and obligation. We shall do our best to provide quality and efficient services for the students, to make students feel the warmth of home, and this provides the guarantee for the teaching and education. Therefore, it is needed to strengthen the service consciousness, to straighten service attitude, to improve service ability for the students, and to promote the students' healthy and happy growth. In particular, the logistics staff should provide warm and thought full service in aspects such as diet, security, facilities, etc., to eliminate worries of the students, to ensure the students committed to learning. The fourth is environment for education. Saying goes that the environment can transform human. The university environment especially soft environment is the important factor influencing students' growth, and even the hard environment has a subtle influence on students. The university landscape unimpressive at ordinary times often triggers the students' thinking and produces nostalgia to the Alma mater. As to university with many masters, the influence of the profound cultural deposits accumulated over a long period of time on students to grow up is not to be underestimated. Universities own good university spirit, but the students cultivated have different styles because of their different characteristics. The private higher learning institutions with short history should pay special attention to the environment for education, and make great efforts to the construction work of peaceful, healthy, digital, green, and humanism campus.

To Adhere to Centering on Human, the Second is Centering on Teachers

Adhering to centering on teachers, teachers centering on students, students centering on abilities are the successful way of running a university. In university campus, the teachers are the main part of the culture construction and creation, especially those professors who have the ideal pursuit and humanistic feelings, internalize the university spirit to the specific teaching practice and academic behavior, penetrate it into every corner of the campus and each link in education, cultivate students, bring up talents from generation to generation, they are the spirit support of university adhering to strengthening university by culture.[1] At the same time, to adhere to centering on human, we must set
up the building concept focusing on talents. Adhering to teachers as the main body, keeping the talent team construction as the university the motive force for sustainable development, are the “key points" of success of running universities. The ex-president of Tsinghua University, Mei Yiqi said: "University does not refer to the buildings, but the masters". The most important of the university is a master team, academic authority for establishing and running the university. It is especially urgent and important to build a high level of teaching staff for private higher learning institutions and universities in particular to ensure a high level and the core competitiveness in market competition.

To Adhere to Centering on Human, it Needs to Motivate the Subject Consciousness of Staff and Students as the Basis

In the implementation of basis points of "two centering", point of strength of adhering to centering on human is to mobilize people's enthusiasm fully, which is the foundation of the basis points. We must use university spirit to motivate the subject consciousness of teachers, students and staff, to enhance the sense of master responsibility; use scientific mechanism to motivate the subjective initiative consciousness of teachers, students and staff, to strengthen their fighting spirit for creating high-level private universities, so as to ensure realizing basis points truly and effectively.

Good Teaching is the Assurance of Private University Development

Cultivating talents is the own work of the university, and teaching is the important means of cultivating talents. Core values of institutions of higher learning are to achieve efficient teaching tasks and improve the teaching quality of education. High-level private higher learning institutions must have high-level teaching quality. [2] How to achieve such a goal? The first is to pay special attention to the classroom teaching. Classroom teaching is the main channel of talent cultivation, therefore, classes must have high quality of teaching, to realize the classroom teaching goal of efficient teaching, efficient teaching to charming teaching. The second is to strengthen practical teaching link. To optimize training scheme, at the same time of increasing practice teaching time, it is more important to integrate the practice teaching into theoretical teaching, to achieve the unity of knowing and doing, in order to improve the students' practical ability and level and achieve practical educational target.[3] The third is the teaching reform. The United Nations Educational, Scientific and Cultural Organization put forward the survival concept of the 21st century of "learning to learn" long ago, which emphasizes on "able to learn "is more important than "learning". Darwin said once: "The most valuable knowledge is the knowledge of the method". Learning method has greater mobility than specific knowledge, and has higher intelligence value. [4]Teachers must improve the teaching innovation ability to improve their basic skills of teaching according to students’ abilities, to abandon the "cramming education" and "spoon-feed" teaching, to guide students from the learning methods, in order to make the students learn how to learn. The reform of teaching method can promote the transformation of education thought, and promote the reform of the teaching contents and teaching means. The fourth is to strengthen the teaching management. Teaching body of private higher learning institutions have their characteristics different from teachers of public colleges, therefore, to promote the construction of professional ethics through carrying out "five hearts" of "love, faith, sincere, enthusiasm, patience" teachers' campaign in a deep-going way; By strengthening teaching reform and teaching management, such as the reform of academic performance evaluation methods, to take the students range of advancement as an important index of performance evaluation, through the management of students learning process, to promote the construction of good style of study.
**Characteristics of University-Running is the only Way to Become Strong**

Advantages are the unique, superior personalities formed in the practice of school-running, which is the unique culture and thought. A university should highlight personalities through doing certain things and refraining from doing other things, and form advantages through dislocation competition. All top universities have their own personalities, and a university can't undertake all the satisfaction of social needs, but to aim at its unique advantages and determine the direction and focus of running.

Specifically, what kind of unique advantages should we explore? School-running concept, school-running idea, operation mechanism, management system, education mode, talents cultivation scheme should have characteristics, as well as international talents cultivation, scientific research, social services, cultural heritage and innovation, etc. Of course, the characteristics of a university can't reach every aspect, only in one or several aspects, so we should not form the atmosphere of "characteristic is a basket, to contain anything". Take scientific research for example, which is one of the four functions of university, how to cultivate students' innovation abilities if teachers only passing on culture and not creating culture, not engaging in scientific research, having no innovation consciousness and innovation spirit themselves? Teaching cannot be a high level without scientific research as the foundation. Without a high level of scientific research, it is difficult to implement discipline construction, to obtain a master's degree and doctor degree awarding power, or to achieve goal of building high-level private universities. Scientific research of private higher learning institutions should have their own characteristics, so in addition to the basic theoretical research of academic disciplines, we should attach great importance to the research of private education, as well as the education teaching research.

**University-Running Concept of High Teaching Quality**

University's biggest contribution to society is training of reliable, qualified personnel, which is the most direct productivity. Therefore, to improve the education and teaching quality is the basic responsibility and subject to strengthen university. Especially for high-level private universities, the core standard is to improve the teaching quality, innovative talents cultivation mode, improve the quality of talents cultivation, this is the lifeblood of the survival and development matter of university. At present, private higher education has entered the stage of scale, structure, quality, and benefits coordinated development, and already stepped onto connotative development road. The opportunities and challenges require us to step toward the strengthening university goal of building China's high-level private higher learning institutions with a high level of teachers, high quality of teaching level, high performance management, high-quality personnel training further. Of course, quality for strengthening university is a diversified system engineering, which needs a long-term mechanism of security work in establishing the advanced education idea, exploring to create normative education management system and other aspects.

In conclusion, the construction of high-level private universities cannot be accomplished in an action, it is a long-term project. It needs us to center on human, to practice the education idea of unity of knowing and doing constantly, to develop and innovate school-running characteristics constantly, to perfect the education teaching quality management system, and to realize the grand goal of construction of high-level private universities finally under the guidance of science education concept, starting from the connotation construction of universities.

**References**


