The Enrollment Model of Colleges and Universities by Large Categories under the Background of New Business

Xiaoli LU\textsuperscript{a,*} and Qiangyan WU\textsuperscript{b}

Hainan Tropical Ocean University, Sanya, Hainan, China
\textsuperscript{a}329533862@qq.com, \textsuperscript{b}290392765@qq.com

Keywords: New Business, Enrollment in Large Category, Cultivation Mode Style

Abstract. This paper analyzes background which puts out the new enrollment model of colleges and universities by large categories. The advantages of enrollment in large category include motivating students’ initiative learning, promoting the sound development of subjects, improving connotation development of colleges and universities and etc. Then this paper summarizes the dilemma facing the implementation of enrollment in large category colleges and universities, the insufficient propaganda of the state and colleges and universities, choosing the new major is difficult to operate, management difficulties after choosing the majors etc. At last, this paper puts forward a series of optimization strategies from the aspects of improving the quality of students, which includes measures to optimize choosing majors, promote the enrollment for high school students, offer many measures for choosing majors, management thoroughly before and after choosing majors, optimizing cultivation plans for innovative talents. Then the colleges and universities can cultivate "Deepening Foundation, Widening Caliber, Extending Capability" of complex talents.

Introduction

Since June 2018, China has successively held 4 important meetings: "New Age National Conference on Undergraduate Education ", "The Founding Conference of the New Teaching Steering Committee of the Ministry of Education", "Annual Work Meeting of Higher Education", and "Six Excellence and One Point—Plan 2.0 Launch Meeting". More than 60 % of colleges and universities use undergraduate education and "talent training" as the highlights of the school, playing a quartet of higher education "quality revolution" in new engineering, new agriculture, new medicine, and new liberal arts. New engineering and new agriculture are driving new technologies, new industries, new forms of business, and new models [1]. The development of these new economies has further stimulated the development of new business. Many colleges and universities have realized the necessity of subject integration [2-5]. In order to cultivate new types of organic integration talents for general education and professional education, Harbin Institute of Technology has started enrollment in large categories since 2016, reducing the proportion of core courses, and expanding the proportion of basic courses and elective courses. (see Figure 1, data from School of Management, Harbin Institute of Technology).

![Figure 1. Comparison of Old and New Cultivation Plans.](attachment:image)
The Advantages of Enrollment in Large Category in the Background of New Business Studies

With a Wider Base of Knowledge

New technologies, new industries, new forms of business, and new models are driving the adjustment and upgrading of China's industrial structure [6-8]. From this, new manufacturing, new retail sales, new finance, and new management models are frequent, requiring higher education departments to make corresponding changes. And talent training has become a common topic in industry and education [9-11]. In the freshman and sophomore years, the general education and basic knowledge teaching of the students are concentrated in the enrollment in the large categories. The basic skills such as humanities, communication, and innovation of the students are cultivated, and the students 'vision is expanded to provide students with a broad knowledge base.

Motivating Students' Initiative Learning

At present, some college students are not very motivated to learn, they depend on the teacher's indoctrination of knowledge, they haven’t mobilized their ability to independently innovate and manage [12-13]. Seize the opportunity of enrollment of large categories, highlight the importance of undergraduate education, and use the time of two years to allow students to choose their own majors of interest, and then they actively learn, so the colleges and universities cultivate talents for the new era.

Promoting the Sound Development of Subjects

It helps to understand the popularity in various majors in business administration, and at the same time the government and the colleges and universities give appropriate development policies based on the popularity, which is conducive to the sound development of subjects.

Improving Connotation Development of Colleges and Universities

Enrollment by the subjects, and education by the major, relying on the needs of regional economic development, and combining students 'voluntary choices, we can further optimize the professional structure and layout of major categories, and re-integrate the faculty strength of various subjects, then promote the connotation development of colleges and universities.

The Dilemma Facing the Implementation of Enrollment in Large Category Colleges and Universities

The Propaganda of the State and Colleges and Universities is Insufficient for the Enrollment of Large Categories

The cultivation model of our national universities has always focused on major education, implemented enrollment according to major. The enrollment in large categories is still in the process of experimentation. At the same time, the propaganda of colleges and universities for enrollment in large categories is not enough, resulting in students 'insufficient understanding of enrollment in large categories. When they see that large categories include unpopular majors, they avoid it.

Choosing the New Major is Difficult to Operate

The principle of choosing major is a combination of student voluntary reporting and school adjustment, including the priority of grades and volunteer priority. But in practice, the main principle is still the student's academic performance. The good mark can only indicate the student's academic ability and does not mean that the student is suitable for the so-called hot majors. At present, the number of students enrolled in the economic and management subjects is large, the number of staff is relatively insufficient. The staff can’t understand the students sufficiently, and can’t give opinions based on students 'special skills and hobbies, which makes it difficult for some colleges and universities to let students to choose the new major. In the end, they gave up new enrollment and resumed the old enrollment.
Management Difficulties after Choosing the Majors

In the course of four years university, students experienced a certain degree of unfamiliarity with the newly formed class after choosing majors, resulting in an indifference relationship between classmates. It isn’t easy to form a strong class cohesion, and that is not conducive to learn in a good learning atmosphere. If students do not choose the majors they are interested in, they may not actively learn the knowledge of the new majors, their subjective initiative is poor, and even they have resistance. Students who are vulnerable may have psychological problems and can’t continue their studies.

Measures to Optimize Choosing Majors

To Promote the Enrollment for High School Students

Colleges and universities should enter the high school classroom, and carry out multi-angle and multi-directional publicity of the policy of enrollment in large categories of universities and colleges, then enable high school students, parents and teachers to fully and correctly understand the necessity of enrollment in large categories of colleges and universities, comprehensive and correct understand that interest is the best teacher for students and it determines the quality and attitude of the students’ future work, then more students choose to enrollment in large categories after the college entrance examination, so improving the number of participants and the quality of students enrolled in large categories. Colleges and universities should carry out publicity materials such as brochures, videos for each senior high school student, and when the college entrance examination is over, colleges and universities should send teachers of enrollment to various high schools to publicize the policies and significance of enrollment in large categories, and the measures, processes, systems, and assessment standards for choosing majors.

To Offer Many Measures for Choosing Majors

In the process of choosing majors, we can’t use the marks of the first year or the first two years as the criteria for choosing, if we do like this, then we lose the significance of enrollment in large categories, and become a freshman is a "senior fourth", choosing majors is the phenomenon of "college entrance examination again." The cultivation mode of "enrollment in large categories" aims to cultivate composite talents [14]. The students' wishes must be fully respected as the key stage of strengthening basic teaching and cultivating composite and innovative talents in colleges and universities. In the period of one to two years before choosing majors, colleges and universities should increase the pre-choosing guidance strength, answer students’ confusion about choosing majors at any time; organize many professional navigation lectures about different subjects and majors, offer career planning courses to guide students in planning their own career goals; organize students to conduct field trips to enterprises to fully understand the market and society; encourage students to actively consider and plan their own future development direction and work industry [15]. Students are comprehensively evaluated from multiple angles, and schools, teachers, students, and parents are fully involved so that the students can choose the suitable major. To find out students 'love and lasting concern for a profession from professional competitions, to gain a deep understanding of the professions and fields involved in the profession from the professional qualification certificate, and to discover students' understanding and understanding of the society from the aspects of holiday internships, to search the scientific research results and other aspects to find the potential of the students 'scientific research. Various activities can be combined as the basis of Choosing majors, and then reasonable adjust each proportion according to the implementation of the results in the initial exploration phase.

To Do Management Thoroughly before and after Choosing Majors

Before and after choosing majors, the leaders of the college must be organized to interpret the choosing majors’ work several times. The interpretation work should be carried out twice. The first
time, during the admission period for new students, interpretation is arranged by the deputy Dean in charge of teaching or the deputy secretary in charge of students’ work to help students understand the changes in the majors in the field of economic and management subjects under the requirements of the National "new business" education, a preliminary understanding of the development of various majors in management science in the big data era. The second time, the deputy Dean in charge of teaching, the deputy secretary in charge of students’ work and the professional tutor jointly interpret for the students to ensure that the students are fully aware of the choosing principle and choosing process at the four weeks before the choosing to ensure the students carefully fill in the forms and ensure the smooth implementation of the choosing majors’ work. After choosing, students go into a new group, counselors need to organize colorful second class activities to increase student cohesion, enhance students’ collective awareness and team spirit. For students with psychological vulnerability, they should strengthen guidance and promptly channel the negativity in their hearts. In particular, they should pay attention to and care for the students who are psychologically vulnerable and the students who do not meet their wishes, so that they can successfully accept the majors.

To Optimizing Cultivation Plans for Innovative Talents

Further optimizing cultivation plans for various majors according to the relevant requirements of the state and colleges. The enrollment in large categories does not simply merge several similar majors, nor does it only unify the courses before the diversion of various majors, nor is it just to follow the country's policies [16]. The enrollment in large categories must comply with the "Deepening Foundation, Widening Caliber, Extending Capability" rules, which is to rationally adjust the cultivation plans for students enrolled in large categories, increase the proportion of general courses, allow students to study basic courses in the lower grades, and study professional courses when they enter the subject field in the upper grades. After studying and understanding the subjects and majors, students choose their own majors combining their own interests and specialties and comprehensive understanding of the various majors, then reduce the blindness of filling the choosing forms, and choose the major that you really like at last. Students’ enthusiasm and initiative in learning who come from school of Management in Harbin Institute of Technology have been significantly improved when the cultivation plans has changed. The new cultivation plans concentrate on general education and basic education during the first 2 years, and raise basic courses and elective courses from 14 % to 38 %. The results have been showed in table 1 (data from School of Management, Harbin Institute of Technology).

<table>
<thead>
<tr>
<th>Curriculum / Average Scores</th>
<th>Old enrollment(year 2015)</th>
<th>New enrollment(year 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations Research</td>
<td>61.82</td>
<td>63.06</td>
</tr>
<tr>
<td>Basic Management</td>
<td>78.42</td>
<td>79.42</td>
</tr>
<tr>
<td>Financial Management</td>
<td>79.7</td>
<td>79.38</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>79.08</td>
<td>87.75</td>
</tr>
<tr>
<td>Applied statistics</td>
<td>70.71</td>
<td>75.19</td>
</tr>
<tr>
<td>Algebra and geometry</td>
<td>67.82</td>
<td>84.91</td>
</tr>
<tr>
<td>Engineering mathematical analysis</td>
<td>76.23</td>
<td>82.47</td>
</tr>
</tbody>
</table>

Note: data from School of Management, Harbin Institute of Technology.

Supporting Regulations Ensure Supervision is in Place

At present, enrollment in large categories is explored by various colleges or universities in China. Although colleges or universities have a certain degree of personnel training autonomy, the competent education departments should also master the implementation conditions of various colleges or universities, guide and standardize the enrollment in large categories, do some supervision work.
Conclusion

At present, more and more colleges and universities have recognized and promoted this urgent demand for composite and innovative talents that meet the needs of social development. Enrollment in large categories is also a trend in the reform of higher education in China. The difficulty of higher education reform has always existed, so colleges and universities should actively explore and continuously improve, and put forward a road to recruit higher education that is suitable for the characteristics of colleges and universities and the status quo of China's development.

Acknowledgement

This research is financially supported by Research Projects of Education and Teaching Reform in Higher Institutions of Hainan Province (NO.hnjg2016-44) and Master of Business Administration Site Construction Projec.

References


