

# Discussion on the Path of Enhancing the Core Competitiveness of Private Colleges and Universities

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**Abstract:** Private colleges and universities refer to colleges and universities that are organized by citizens, social groups, enterprises, groups and other organizations, and are not undertaken by the state government. They provide all-round education services to the society. Generally, the education fees of private colleges and universities are 3-4 times higher than those of normal colleges and universities. At present, China vigorously advocates the establishment of private colleges and universities, while promoting the development of public colleges and universities. Based on this, this paper analyzes from the perspective of student management and teacher training to better enhance the core competitiveness of private colleges and universities.

**Keywords:** Private colleges and universities; Core competitiveness; Promotion path

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## 1. Characteristics of students in private colleges and universities

### 1.1 Strong self-esteem and lack of self-confidence

First of all, the failure of the college entrance examination will affect students' confidence. In their studies and life, they prefer to be recognized by others, and the problems and defects found by others will cause exclusion. However, due to the limitations of knowledge and the weak ability to make breakthroughs in academic level, it is easy to make students in private colleges enter a cycle, and the negative mentality affects students' learning and life. Secondly, the higher tuition level of private colleges and universities has caused certain pressure on students with poor family conditions, and will also cause their unbalanced mentality. Finally, in society, the differences in treatment and views between public and private schools have greatly weakened the self-confidence of students in private colleges and universities, causing them to have the wrong understanding of "one grade inferior". Many factors are intertwined, and students in private colleges and universities have a very contradictory psychology. Although they have strong ideals and ambitions, they are afraid of reality and lack confidence. They need the training and guidance of teachers to help students solve problems and take the initiative to correct.

### 1.2 Outstanding personality and lack of pragmatic spirit

Compared with students in ordinary colleges and universities, students in private colleges and universities are more active in thinking, participating in community activities and active in self-expression. This lively and open personality can help students gain their own affiliation and identity in school life faster and better adapt to campus life; The students of private colleges and universities are groups with distinct personalities and eager to express themselves, with outstanding personality.

## 2. Main problems in the management of private colleges and universities

### 2.1 Student management

First, we cannot teach according to students' adaptability. Private colleges and universities pay too much attention to the management of students, lack the ability of flexibility and innovation, do not carry out targeted management according to the actual situation of students, and cannot fully mobilize the enthusiasm and creativity of students, which has seriously affected talent cultivation. The second is the lack of humanized management mechanism. At present, there is a widespread punishment system for students in private colleges and universities in China, which lacks an effective incentive mechanism. For example, class time is the rule, and late will be punished. This traditional management method lacks humanization. Although it can maintain

the normal teaching order, it must be outdated and backward, which will greatly affect students' enthusiasm for learning.

Third, the content of management cannot be well integrated into the overall development of students. Due to the concept of exam-oriented education in China, most private colleges and universities still stay in the "paternalistic" management mode, overemphasizing students' academic performance, but ignoring the cultivation of students' overall quality, only imparting the knowledge in the textbooks to students, and ignoring the content outside the textbooks, which limits students' vision, and also makes them form a way of thinking and thinking. This not only hinders the all-round development of students, but also leads to the waste of education and talents.

## **2.2 The practical dilemma of the construction of teachers in private vocational colleges and universities**

### **2.2.1 Unreasonable teacher structure**

First, the irrational structure of teachers is reflected in the fact that the "weight distribution" of some private colleges and universities is composed of the age of teachers. The number of old and young teachers is large, while the number of middle-aged teachers is small. The intermediate teachers in some colleges and universities have faults. Second, there are unreasonable problems in China's education system. Among the 10 universities surveyed, 4 universities and undergraduate universities failed to meet the requirements, and the shortage of doctoral tutors is also a common problem in private universities and colleges. Third, the title system is unreasonable. The proportion of teachers with senior professional and technical positions in most colleges and universities basically meets the requirements, but the proportion of teachers with junior and non-professional titles is large, and the overall structure is not optimized.

### **2.2.2 Poor team stability**

The frequent changes in the teaching staff and the loss of staff have seriously hindered the development of private colleges and universities. Through a survey of colleges and universities, it is found that some college teachers have a high turnover rate, that is, middle-level managers and front-line teachers. Including older teachers and middle-aged teachers; In particular, the turnover rate of young teachers is more serious. First, because of traditional culture. In fact, when people look at private colleges and universities with "colored glasses" and regard them as a profit-oriented educational institution, this is very different from the image of "education is the public interest of society", thus reducing the recognition of schools and teachers. Second, salary. The internal talent competition in private colleges and universities is very fierce. It is very common for teachers to change jobs with each other and be poached by other colleges and universities. This is also the reason for the stable decline of the teaching staff in private colleges and universities. Third, teachers in private colleges and universities have a "work" mentality, without a "sense of belonging", nor a sense of happiness and pride of "people's teachers".

## **3. Strategies to improve the core competitiveness of private colleges and universities**

### **3.1 Management strategies of students in private colleges and universities**

Breaking traditional management concepts, building modern student management ideas, cultivating students, understanding students, caring for students, and caring for students will have a profound impact on the quality and effectiveness of student management in private colleges and universities in China.

To establish a student management system and grasp the actual needs of students, we must implement the "people-oriented" school-running ideology, attach importance to the comprehensive quality of students, promote the comprehensive development of students, enhance learning, innovation, cooperation, sense of honor, sense of belonging, enhance communication with students, encourage and cultivate students, and make them reach the humanistic management level.

Establish and improve the education and teaching management system. To improve the specific content of the learning management system of private colleges and universities, it is necessary to keep consistent with other management systems, assessment systems, employment systems and other aspects of the school to ensure the fairness of the system. The learning management system should adapt to the physical and mental development of students; The development of the student management system should be democratic and brainstorming. We should fully listen to the opinions and suggestions of teachers and students, and obtain approval through democratic discussion.

Combine humanistic spirit with student management. In terms of strengthening the humanized management of student management, the humanization of student management, adjustment and optimization of student management system are

strengthened to ensure the progressiveness and effectiveness of student management system; At the same time, private colleges and universities should strengthen the management of students, strengthen the communication between teachers and students, so that they can get the maximum psychological satisfaction and actively solve problems for them.

### **3.2 Countermeasures and suggestions for the construction of high-level teachers in private vocational colleges and universities**

#### **3.2.1 Adjust the orientation of teacher construction and strengthen the introduction of teachers**

In the early days of the establishment of private colleges and universities, most of them recruited part-time or retired teachers from public universities to maintain a short-term teaching team. In the long run, it produces a dependence on teachers, which is not conducive to promoting the school's vocational education culture. In the new development period, China's private higher vocational colleges should comply with the development strategy of "teacher introduction": mainly introduce and train young teachers. Part-time and retired teachers complement each other. In the implementation process, the introduction of teachers should begin with the formulation of a reasonable and detailed plan. Secondly, we should give full play to the institutional role of private colleges and universities, such as performance-oriented wage system, flexible employment mechanism, etc., to attract more excellent talents. Strengthen the introduction of talents with high academic qualifications, high professional titles and high skills; For all kinds of urgently needed and special talents, we should adopt flexible employment methods.

#### **3.2.2 Take multiple measures to strengthen the construction of "double qualified" teachers**

First of all, we should actively integrate the resources of enterprises, society and government, and establish a "double-qualified" teacher training system. For example, school-enterprise cooperation has established "in-school factory", in-school and off-school training rooms, and set up skill master studios. Secondly, we should give full play to the dominant position of the school in the "double qualified" teaching staff. For example, carry out professional training on pedagogy theory and professional practical skills; Third, we should explore the "double qualified" teacher training mode. For example, carry out the pilot project of "double-qualified" teacher instructors and cultivate the "double-qualified" teacher team. Finally, the number of teachers who introduce "double qualification" is also increasing. We should introduce skilled craftsmen and technical talents to industries and enterprises, and strengthen the "double-qualified" teaching staff.

## **4. Conclusion**

To sum up, private undergraduate colleges and universities are an important force in the development of higher education in China and have played an important role in the construction of socialist higher education with Chinese characteristics. After the creation, survival and development of private colleges and universities, they still need to go through the connotative development, improve the level of running schools, strengthen the management of running schools, improve the teaching staff, and give full play to their functions and roles.

## **References**

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