

# Analysis on the Core Competitiveness of Physical Education

Han Yuan

Public Sports Ministry, Fujian Jiangxia College, Fuzhou, Fujian, 350108, China

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**Abstract:** The core competence of physical education 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

In today's society, China's education is facing the third major change since the establishment of the new school in the early 20th century and the transplantation of the former Soviet model in the 1950s; it has experienced the intense pain caused by the transition from the traditional economy to the knowledge economy. This kind of pain is rooted in the competitive nature of the market economy, focusing on the creation and competition of human resources, and our current reality is: both overcrowded and talented. This reality reflects the current uncoordinated development of the supply and demand of education in China. In order to alleviate the contradictions, China held the first national talent work conference since the founding of the People's Republic of China in 2003. The "Talent Talents Strategy" was officially promoted into a new national policy; China's higher education at the forefront of this strategy implementation, at the end of the 1990s A sharp expansion has taken place. The competition between universities has become a competition for scale expansion, and the competition between universities and their disciplines has been concealed for a while. With the first major expansion in 1999, the conflict between the employment of college graduates and the market demand, the competition of universities and their disciplines has rapidly changed. The core competitiveness theory that emerged in the developed countries in the 1990s was quickly developed by the higher education sector. Introduced and widely used. In the field of sports, in 1995, some people proposed to implement general education in college sports majors. Today's general education is gradually becoming a trend, and the competition for professional talents is becoming more and more fierce. The focus of research must be shifted to professional education and its Cultivate and enhance the core competitiveness of disciplines.

## 2. University core competitiveness concept

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.

### **3. Defects in the current education system**

The important position of school sports has been clarified under the Chinese legal framework and the education system. The Sports Law has established the legal status of school sports and is a requirement that all types of schools must implement. The education system stipulates that the educational content of moral, intellectual and physical development must be implemented in college education. The lack of any educational content is a departure from the educational development of people's all-round development. It is also the theory of Marx's free and comprehensive development of human beings. negative. School physical education is an important part of talent cultivation and an indispensable part of people's all-round development. School education is embodied by the implementation of the curriculum content. It is the process of inheriting and innovating the excellent human culture. It is the educational process of individual education and cultivation to become a perfect individual and social person. In addition to the inheritance of excellent sports culture, physical education is also a process of physical education for individual people. This process of physical education focuses on the individual itself and is the cultivation process of body culture in college students' cultural education. Merleau Ponty said: The world's problems can begin with physical problems [8]. The existence of human beings is based on the existence of the body. People observe the world and transform nature by the body. Therefore, any problems that arise in the world at first are related to the body. The existence of the body has two attributes. One is the ontological attribute that exists in the individual, and the other is because the person is the person of the society, and the body is also the body of the society, reflecting the social attributes of the body. From birth to the world, the body has been in constant change. Whether it is morphological function or thought, this change is influenced by different cultures, systems, and environments. The changing characteristics of the body determine the plasticity of the body. Sports is a culture that relies on physical activity as a specific form of expression, and is a body culture. Since sports is one of the concrete manifestations of body culture, the educational process of school sports is actually the process of educating individual students about body culture. If according to Merle Ponty's point of view, body culture is a testimony to world historical issues and historical events, then how important is the physical and cultural expression of physical education, and how important is school physical education for the cultivation of physical culture, the status of school sports. What is important.

### **4. The 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.

“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.

The combination of subject areas, special abilities and key areas with broad development prospects will build up their own competitive competitive areas and rapidly 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.

## 5. Conclusion

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.

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