

The development dilemma and strategy of private higher education based on the working process

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Abstract: There are many problems in China's higher education, which greatly restrict its healthy development. The main reasons are the influence of the inertia of the old system, the negative effects of market-oriented reform, and the new challenges of the development of the times. With the continuous development of China's education, private higher education has become an indispensable part of China's higher education. However, in actual development, the characteristic development of higher education encounters multiple institutional dilemmas. This article analyzes the development dilemma and countermeasures of private higher education based on the work process. To achieve the sustainable development of private higher education, it is necessary to further improve and implement relevant laws and regulations, strengthen government investment, build a new school system, pay close attention to school enrollment, and implement equal treatment for teachers and students in private and public education. At present, with the transformation of the economy and the innovation of the private education system, private colleges and universities will surely obtain new development opportunities through differentiation and resource reorganization.

1. Introduction

Since the reform and opening up, China's private higher education has become an important part of China's higher education after long-term exploration and development, and has played an important role in promoting the development of Higher Education [1]. For public education, private education is based on the purpose of "running schools by social forces". After 30 years of development, it has formed an independent school running system parallel to public universities [2]. Facing the new situation and new tasks of China's economic and social development, there are many difficulties in the development of higher education. How to effectively deal with it is a realistic problem that we cannot avoid at present [3]. The report of the 19th National Congress of the Communist Party of China pointed out that building an educational power is the basic project for the great rejuvenation of the Chinese nation, and it is necessary to give priority to education, speed up the modernization of education, speed up the construction of first-class universities and first-class disciplines, and realize the connotative development of higher education [4]. This points out the direction for the development of China's private higher education, and the connotative development is imminent. Based on the working process, this paper analyzes the development dilemma and countermeasures of private higher education. To realize the sustainable development of private higher education, we need to further improve the implementation of relevant laws and regulations, strengthen government investment, build a new school system, pay close attention to school enrollment, and implement equal treatment for teachers and students in private and public education [5]. Private higher education is an important part of private schools, private higher education also occupies an important position in China's higher education. Therefore, it is necessary to give full play to the overall role of the provincial government, focus on the strategic goal of strengthening higher education, according to the specific situation of each region, give full play to the advantages, adhere to the characteristic development, and gradually build a higher education power on the basis of strengthening provincial higher Education [6].

2. Analysis on the Dilemma of the Development of Private Higher Education

At the beginning of the recovery and reconstruction of China's higher education, private higher education, as a supplement to public higher education, provided some students with entrance opportunities and eased the contradiction between supply and demand of higher education. Adult higher education has played an important role in China's modernization and social progress, but with the continuous development of economy and society and the rapid expansion of knowledge economy, China's adult higher education has faced many development difficulties [7]. The direction of running a school has changed, the mode of running a school is too many to be flexible, the quality of education is not improved, and the recognition of all walks of life is different. Especially in recent years, the state's large amount of capital investment in public universities and the protection of legal policies and administration, as well as the continuous expansion of university enrollment, the number of people who have studied abroad has increased year by year, leading to the huge pressure of the lack of funds and students in Private Colleges and universities. Although private colleges and universities also have many high-quality and capable students, in terms of the ability to accept knowledge, the students of private colleges are obviously lower than those of public colleges. As shown in Table 1. The pan-politicization of education and the prevalence of "public worship", the lack of funds and teachers, the lagging concept of running a school, and the inaccurate positioning of the school have led to a decline in the quality and reputation of private universities.

Table 1 Comparison of college entrance examination scores between public colleges and private colleges

School category	Original score		Standard score	
	Number of samples	Average value	Number of samples	Average value
Public universities	123	469.55	415	523.63
Private colleges	325	412.12	124	473.56

Under the condition of market economy, property right is a major problem that puzzles the development of private higher education. Legal person property right, including the right of possession, control, income and disposal of property, is a legal tool used to consolidate and standardize property relations in commodity economy and restrict people's economic behavior, which is related to the distribution of interests and the change of school-running ideas, and is also the core issue in the system construction of private schools [8]. From the actual operation of a college, we can see that the private higher education institutions have not obtained the actual or complete legal person property rights. As shown in Figure 1.

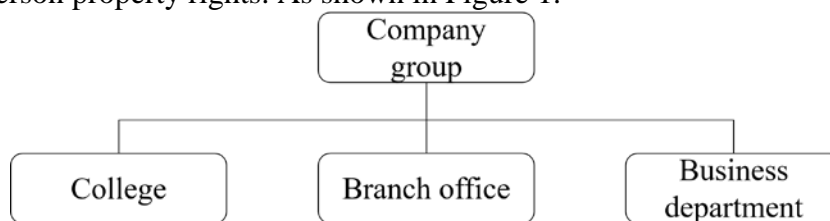


Figure 1 The actual level of property rights in a college

In order to maintain the normal operation of the school, private colleges and universities have tried every means to obtain more enrollment plans to ensure the number of students. In order to allow all private colleges and universities to have access to students, the government has no choice but to reduce the scores, thereby reducing the quality of students. Teachers in private schools are far from those in public universities in terms of medical insurance, housing provident fund, job title evaluation, etc. They generally lack a sense of security, belonging, heavy burden of life, and greater psychological pressure. They are eager to transfer to public universities to solve the problem. Problem, so teachers are more mobile[9]. However, at present, the orientation and characteristics of most private higher education are unclear, and blindly imitating public institutions of higher learning is basically a low-level repetition of public institutions of higher learning in terms of

curriculum setting and training objectives, without accurate orientation and outstanding characteristics. The deep-seated reason for the dilemma of the development of higher education characteristics is still rooted in the system. Without the corresponding system, the characteristic development of higher education cannot be discussed. From the perspective of institutional changes, there are two main institutional dilemmas in the characteristic development of higher education. The convergent development of compulsory institutional change and the legitimacy crisis of induced institutional change.

3. Development strategy of private higher education

3.1. Private education market from disorder to order

The school-running attitude determines and affects the specific school-running behavior. To achieve the sustainable development of higher education, we urgently need to do the following aspects: First, establish a scientific view of education quality. The second is to establish the concept of coordinated development of scale, quality, structure and benefits. The third is to establish the idea of a game of chess in universities across the country. The government plays an indispensable role in private higher education. The 18th National Congress of the Communist Party of China put forward the idea of "encouraging and guiding social forces to set up education", which indicated that the value orientation of laws, regulations and policies of private higher education in China has changed from encouraging and standardizing to encouraging and guiding. Private colleges and universities are set up by social forces. In order to further promote their development, it is particularly necessary to set up private education industry organizations. In the light of the development of distance education education and non education in China, private education mainly focuses on vocational education and k12 education. The development of Internet is a challenge and opportunity for private education. Private higher education institutions have various levels of development. According to their educational functions, they are mainly embodied as: traditional academic education institutions, diploma examination education institutions, self-study education institutions and extended education institutions, as shown in Table 2.

Table 2 Types and characteristics of private higher education institutions

Types of private higher education institutions	Whether it has the qualification to issue nationally recognized academic qualifications	Enrollment methods	Other main features
Traditional academic education institutions	Possesses the qualification to issue nationally recognized academic qualification	Participate in the unified national enrollment	Teachers and students enjoy the same legal status as teachers and students in public universities. The school system is basically 2-3 years of tertiary education or vocational and technical education.
Diploma examination institutions	Does not have the qualification to issue nationally recognized academic qualifications	Students must be enrolled in accordance with the admission score set by the local education department	It is a pilot school for higher education diploma examination. Those who pass the national, provincial, municipal, or school level three examinations can obtain a diploma recognized by the state.
Self examination and education institutions	Does not have the qualification to issue nationally recognized academic qualifications	Not subject to national enrollment and chemical fiber system	Face-to-face or correspondence, separate training and examinations, and organize teaching according to the textbooks and syllabuses prescribed for self-study examinations. Upon the expiration of the academic period, a certificate of completion will be issued, and those who have completed all required subjects and passed the examination can obtain a nationally recognized diploma.

All-round development talents in the new period have two characteristics: one is open academic vision, the other is innovative thinking quality. The orientation of most private colleges and

universities in China is to train applied talents and students facing the market, which leads to a single discipline and narrow specialty. However, applied talents also need basic theories and methods of basic disciplines such as mathematics, physics and chemistry to solve problems. With the expansion of knowledge field and refinement of knowledge structure, more new disciplines are emerging.

3.2. Path of development

To improve the relevant laws and regulations of private higher education, we should first establish and improve the special laws and regulations of private higher education on the basis of the basic law of education and in combination with the current development reality, and formulate the private higher education law, so as to give more specific guidance to private higher education from the aspects of the establishment of school running, daily operation, teaching management, evaluation and assessment, legal person rights and responsibilities, income distribution, etc regulations. It is necessary to actively explore innovative education models and not blindly imitate public universities. It is necessary to improve its own management ability, find an operating mechanism suitable for its own development, and form a unique style of running a school. Keeping up with market demand, we must have keen insight to expand disciplines and majors in a timely manner, and we must not inefficiently repeat the school-running model of public universities. New vocational education can be carried out in a different way, and the curriculum materials, teaching methods, organizational forms and practice links should be reformed in a timely manner. Private colleges should also be clearly positioned. Schools with different qualifications should seek different ways of development and give full play to their autonomy and flexibility. Private colleges with strong financial strength can also consider developing various teaching development modes such as international student exchange. In addition, more opportunities are provided for individual teachers to train and learn, so that teachers in private colleges can see the space for career advancement and provide spiritual compensation other than material compensation.

4. Conclusions

In the new era, in order to realize the healthy and sustainable development of private colleges and universities, we must first highlight the survival value of private colleges and universities through the unique positioning. Secondly, we should stick to the essence of education and surpass the utility of education. What does China's economic development rely on today? It depends on talents, and talents are closely related to education. First class higher education can cultivate cutting-edge talents. The accelerating pace of changes in the world's educational environment makes private colleges and universities have a forward-looking vision and realm, understand the latest scientific research developments in academia, and keep colleges and universities cutting-edge and scientific. Theoretically, there is a clear difference between the development of higher education advantages and the development of characteristics, but the relationship between the two is also very close. Advantages and characteristics often complement and promote each other. Both are the goals of higher education's continuous exploration and pursuit. The driving force of development. In recent years, the revival of private higher education has contributed to the development of China's higher education, not only cultivating a large number of talents, but also contributing considerable strength to China's development and transformation. In a word, to promote the sustainable and healthy development of private colleges and universities, there is an urgent need for more inclusive, fair and forward-looking institutional support, allowing private higher education to try more development paths, further activating the enthusiasm of private education investment and donation, stimulating the vitality of private higher education, and forming a group of high-level private colleges and universities with characteristics.

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