

# Research on the Running Strategies of Private Colleges and Universities in China

He Yushan

Macau University of Science and Technology, 999078, China

**Keywords:** Private Colleges and Universities; Educational System; School-running Strategies

**Abstract:** Private colleges and universities are an important part of China's higher education system. Due to the short running time, there are inevitably some problems in the running process. Private colleges and universities in our country are highly dependent on tuition income in fund raising and have not yet formed an effective diversified fund channel. The government's assessment of colleges and universities and the adjustment of running standards have greatly increased the pressure on private colleges and universities to spend on infrastructure. The development of higher education needs to improve the level of private colleges and universities. In addition to external macro factors, private colleges and universities can work hard from their own strategies. The policy environment, market environment and competition environment of private colleges and universities are changing. The change of the situation objectively requires private colleges and universities to transform their development strategy as soon as possible, that is, from scale expansion to connotation construction. It is necessary to study the causes of risks in running private colleges and universities and put forward relevant strategies.

## 1. Introduction

With the gradual establishment and improvement of the socialist market economic system, the main body of higher education market is becoming more and more pluralistic. With the expansion of the scale and structural adjustment of higher education, the structure of higher education in China has become more diverse [1]. It gradually presents the trend of coordinated development between full-time ordinary universities and adult universities, public universities and private universities. Private colleges and universities in China have developed vigorously, not only in quantity to a considerable scale, but also in quality gradually improved [2]. On the basis of the rapid development of scale in the previous period, we should shift our focus of work to pay more attention to improving quality [3]. This is not only an inevitable requirement of the times, but also an inherent need of educational development and an inevitable choice to implement the scientific concept of development. The characteristics of quasi-market operation of private colleges and universities in our country make it inevitable to accept the operation principle of survival of the fittest [4]. This doomed it not to be able to live a life without worries about students and funds under the protection of government subsidies and policies like public universities [5].

The wide opening of private colleges and universities enriches the structure of higher education in our country and promotes the diversification of types of higher education. At the same time, it has mobilized the enthusiasm of all social strata in running schools, increased investment in education, and promoted the popularization of higher education in China [6]. All private colleges and universities should not only compete with similar colleges and universities, but also compete with public and Chinese-foreign cooperatively-run schools. They should not only survive in the competition, but also develop in the competition [7]. After years of continuous development, some deep-seated contradictions affecting the quality of higher education are gradually intensifying, while the changes in the mode of economic growth and the need for international competition urgently require us to improve the quality of personnel training [8]. The risk of running a school exists objectively, and to some extent, it can not be completely avoided. Expanding the scale is development, and improving the quality is also development. It is two aspects of a problem that are indispensable. From the point of view of its risk source, the risk of running a private university has both external and internal risks. It is necessary to study the causes of risks in running private colleges and universities

and put forward relevant strategies.

## 2. Development Dilemma of Private Colleges and Universities in China

Private colleges and universities refer to ordinary colleges and universities and other institutions of higher education organized by enterprises and institutions, social organizations and other social organizations and individual citizens for the society with non-state financial education funds. The pressure on enrollment has increased. In recent years, with the further improvement of the level of higher education, the supply capacity of higher education has gradually increased and the pressure on students has gradually become apparent. For private colleges and universities, what is important is how to make use of their own advantages to contribute to improving the quality of higher education and cultivate high-quality talents for the society. The characteristics of running a school reflect the advantages of a school and are the key to its vitality. Only with characteristics can it be competitive [9]. The higher education system itself is multi-level and diversified, and every school should not converge. The so-called business strategy includes two levels. One is that the university should make clear its organizational development orientation. Define the specific consumer groups of students that they need to face in the market. Generally speaking, poor college students can only choose public universities with low tuition fees, but not private universities charged according to the cost of education. In this way, private higher education is at a disadvantage in the competition with public universities, so it is inevitable to recruit students.

Only by improving the effectiveness of the strategy and enhancing the ability of students to identify various new media information, can we really promote the good development of college students in the future. Through the online League branch to carry out school-running strategies and vocational skills training. In the process of teaching, computer software technology is used. This helps to observe the simulation of quality education teaching design from different directions. The experimental results of the three experiments are shown in Figure 1.

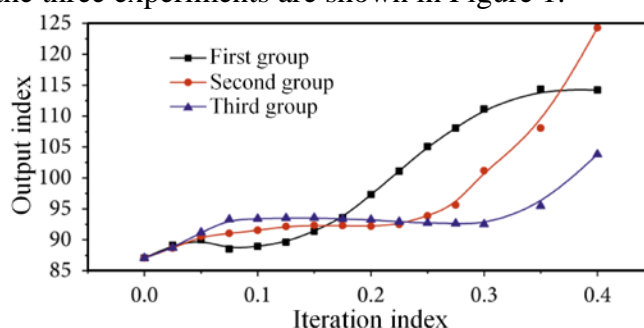


Fig.1. Iteration value and output relationship

In order to adapt to the change of national higher education strategy, the management policy of private education in China has been gradually adjusted in recent years. Throughout the development of risk management, we can find that risk management derives from enterprise management. Especially in the business and financial circles, the status is very important, and the research content is relatively rich. Private colleges and universities have greater autonomy than public colleges and universities, and can respond to market changes quickly and actively. Although from the perspective of University finance, its research focus is not limited to the expenditure behavior of colleges and universities, its focus is to analyze the reasons behind the organizational behavior of colleges and universities. The most fundamental problem perplexing the development of private higher education is the shortage of funds for running schools. The shortage of funds is first manifested in the single source of funds for colleges and universities, which rely too much on tuition and miscellaneous fees. In order to solve the problem of the scale of higher education, the state has adopted a policy of encouragement and support for private colleges and universities. Actively encourage social capital and private capital to enter the field of higher education, set up institutions of higher learning, and make contributions to improve the gross enrollment rate of higher education.

### **3. Development Strategies and Suggestions of Private Colleges and Universities**

#### **3.1. Highlighting School-running Characteristics**

The research on risk management mostly stays in the industrial, commercial and financial sectors, and its results are quite remarkable. In terms of specialty setting, private colleges and universities have greater freedom and can set or adjust specialties in time according to market demand. Due to the unique historical and political stipulation of the living environment, the development path of China's non-governmental higher education, as well as its running mode and operation form, have obvious Chinese characteristics. In our country, the increasingly huge public higher education system has overwhelmed the national finance. Naturally, there is not much money to invest in private universities. Private colleges and universities need to change from passive to active, study and formulate new development strategies under the new situation. Many contents of risk management theory can also be introduced into our higher education field, such as risk prevention and resolution. School leaders can also reorient the orientation of talent cultivation and dominant disciplines according to the changes of economic development situation and higher education demand, and establish a new direction and road of running a school as soon as possible.

#### **3.2. Constructing a Stable Personnel Training Model**

Under the condition of more fierce competition in the educational market, it is necessary to develop the characteristics of private colleges and universities, which expands the living space of private colleges and universities. Although private colleges and universities have strong material strength in total assets, most of the sponsors of colleges and universities have not transferred assets to the name of the school legal person. As a result, the property rights of legal persons in private colleges and universities are empty, which is not conducive to the stable operation and long-term development of colleges and universities. In order to survive and develop, private colleges and universities can only collect tuition fees according to the operating cost of education. The rise and fall of private colleges and universities will be affected to a certain extent by the income level of urban and rural residents and the actual ability to pay. The higher education system is hierarchical and the social needs are diversified. It is impossible for any university to have all disciplines as dominant disciplines [10]. The requirements of students and parents for high-quality higher education are increasing day by day, and the criteria for students to choose universities are also changing. In order to survive and develop in the competition, school operators and managers have to consider risk factors in their management activities. Strengthen risk awareness, and strive to identify and actively respond to risks faced.

### **4. Conclusions**

As far as private colleges and universities are concerned, the risk of running a school is objective. Moreover, due to the influence of internal and external environmental factors, these risks are increasingly endangering the survival of most private universities. At present, the biggest bottleneck for the sustainable development of private colleges lies in their weak financial situation. As far as private colleges and universities are concerned, the risk of running a school is objective. Moreover, due to the influence of internal and external environmental factors, these risks are increasingly endangering the survival of most private universities. In order to get rid of this situation, the government needs to provide various policy and resource support on the premise of respecting the autonomy of private colleges. Colleges and universities are social think tanks with social conscience and the pursuit of truth. It seeks to transcend the value orientations of utilitarianism and pragmatism and serve the truth. The orientation and characteristics of private colleges and universities depend on teachers, whose quality ultimately depends on the level of teachers. Private colleges and universities need to expand their cooperation with enterprises and social organizations, form a stable and diversified fund-raising mechanism, and reduce the market risk of the operation of colleges and universities. Private colleges and universities should construct new business models according to the requirements of society, economy and policy environment. It not only meets the requirements of the

state, society and parents, but also ensures the rapid development of schools.

## References

- [1] Koskinen Y, Rebello M J, Wang J. Private Information and Bargaining Power in Venture Capital Financing. *Journal of Economics & Management Strategy*, 2014, 23(4):743-775.
- [2] Chen Z, Cao Y. Chinese Private Corporate Philanthropy: Social Responsibility, Legitimacy Strategy, and the Role of Political Capital. *Chinese Sociological Review*, 2016, 48(2):108-136.
- [3] Klugman J. Top Student, Top School? How Social Class Shapes Where Valedictorians Go to College by Alexandria Walton Radford. *Journal of College Student Development*, 2015, 56(7):752-753.
- [4] Frey R S. Successful proposal strategies for small businesses : using knowledge management to win government, private-sector, and international contracts. *IEEE Transactions on Professional Communication*, 2013, 56(1):86-88.
- [5] Haley, Karen J. Cautionary Tales: Strategy Lessons from Struggling Colleges by Alice W. Brown and Contributors (review). *The Review of Higher Education*, 2013, 36(4):557-559.
- [6] Mars M M, Lounsbury M. Raging Against or With the Private Marketplace?. *Journal of Management Inquiry*, 2013, 18(1):4-13.
- [7] Dante A, Rizzi L, Ianderca B, et al. Why do university students not choose a nursing degree at matriculation? An Italian cross-sectional study. *International Nursing Review*, 2013, 60(1):129-135.
- [8] Bullough, R. V. Toward Reconstructing the Narrative of Teacher Education: A Rhetorical Analysis of Preparing Teachers. *Journal of Teacher Education*, 2014, 65(3):185-194.
- [9] Wilson R. Language, education and manpower development in the present-day Nigeria. *International Journal of Educational Research*, 2014:101–110.
- [10] Verduin M L, Balon R, Coverdale J H, et al. The Rising Cost of Medical Education and Its Significance for (Not Only) Psychiatry. *Academic Psychiatry*, 2014, 38(3):305-308.