

Research on Strategic Innovation and Development of Higher Education from the Perspective of Comparative Research at Home and Abroad

Wanjuan Yin

Hangzhou Normal University, School of Basic Medical Sciences, Hangzhou, 311121, Zhejiang, China

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Abstract: With the continuous and in-depth development after China's entry into WTO, China's economy, politics, culture and other fields are gradually in line with the world rules and begin to meet the requirements of international practices. As an important way of China's strategy of "rejuvenating the country through science and education", education is gradually taking the road of industrialization. Therefore, education should also face the market and the open international market. With the continuous improvement of China's education level, the popularization of higher education has been greatly improved, and the demand for higher education is also expanding. International cooperation in higher education is not only an important model of higher education, but also a new direction and trend of higher education development. Knowledge economy is essentially an innovative economy. The quality and quantity of a country's innovative talent team directly determine its status and influence in the future international community. The university stage is the key period for students' personality development and awakening of innovative consciousness. Therefore, under the guidance of innovative ideas, the implementation of talent education in the university stage has special significance for the discovery, cultivation and transmission of early innovative talents, and the concept of curriculum is closely related to the quality of innovative talent training. This paper summarizes and compares the research contents and research perspectives of higher education competitive strategy at home and abroad, finds out the problems existing in the existing research, and puts forward the direction of in-depth research in the future.

1. Introduction

With the globalization of the economy, international competition has become increasingly fierce [1]. The future world is a world where talents and knowledge compete, and countries spare no effort to carry out educational reforms [2]. Therefore, cultivating innovative talents with international competitiveness is the mission given to higher education by the times, and it is also the need of the social and economic development and international competition of various countries [3]. In recent years, with the industrialization of higher education and the internationalization of the education industry, competition in the field of higher education has become increasingly fierce. The implementation of competitive strategies in higher education has become an inevitable choice for the survival and development of universities. The attention of the world [4]. Although the theoretical and practical research of competitive strategy mainly focuses on enterprises, and there are few researches applied to universities, many documents on strategic management and strategic planning, university competitiveness and core competitiveness of universities are more or less, consciously or unconsciously. Unconsciously using methods and ideas of competitive strategy [5].

Internationalization is not only the development trend of higher education, but also a complex social phenomenon [6]. So far, there is no unified definition of the internationalization of Higher Education [7]. Some scholars describe the internationalization of higher education as a collection of a series of activities such as students studying abroad, teachers' international exchange, international research project cooperation and so on [8]. However, some scholars argue that the internationalization of higher education is not only an international activity, but also a complex process [9]. Innovative education is the product of the development of the times. Knowledge innovation originates from the innovation of talent training mode. Without innovative talents, there

can be no knowledge innovation. Without innovative education, knowledge economy has become a castle in the air [10]. To build an innovative country, we must implement innovative education, and the realization of innovative education needs to take innovative courses as the carrier [11]. Colleges and universities are the cradle of cultivating innovative talents, and cultivating the innovative ability of college students is the responsibility and obligation of every educator [12].

2. Innovative talent training mode under higher education

2.1. Deepen the teaching reform of higher education

Deepening education and teaching reform is a systematic project for cultivating high-quality talents, a potential variable for the scientific development of colleges and universities, and an important measure for colleges and universities to interact up and down, teachers and students to interact, unify ideas, reform and innovate boldly. To clarify the orientation and specifications of talent training in Colleges and universities, we need to rethink, analyze and plan again in combination with the development situation of social economy and higher education, the vigorous revolution of new science and technology, the scientific development of colleges and universities and the practice of high-quality talent training, and take the lead in specialty construction and faculty construction. We should actively explore a new talent training mode, pay attention to the differentiated and personalized training of talents, base ourselves on the training of elite talents, refer to the international top talent training approaches, further broaden our thinking in the teaching mode, and improve the teaching mode with more channels and ways. The traditional higher education organization is shown in Figure 1

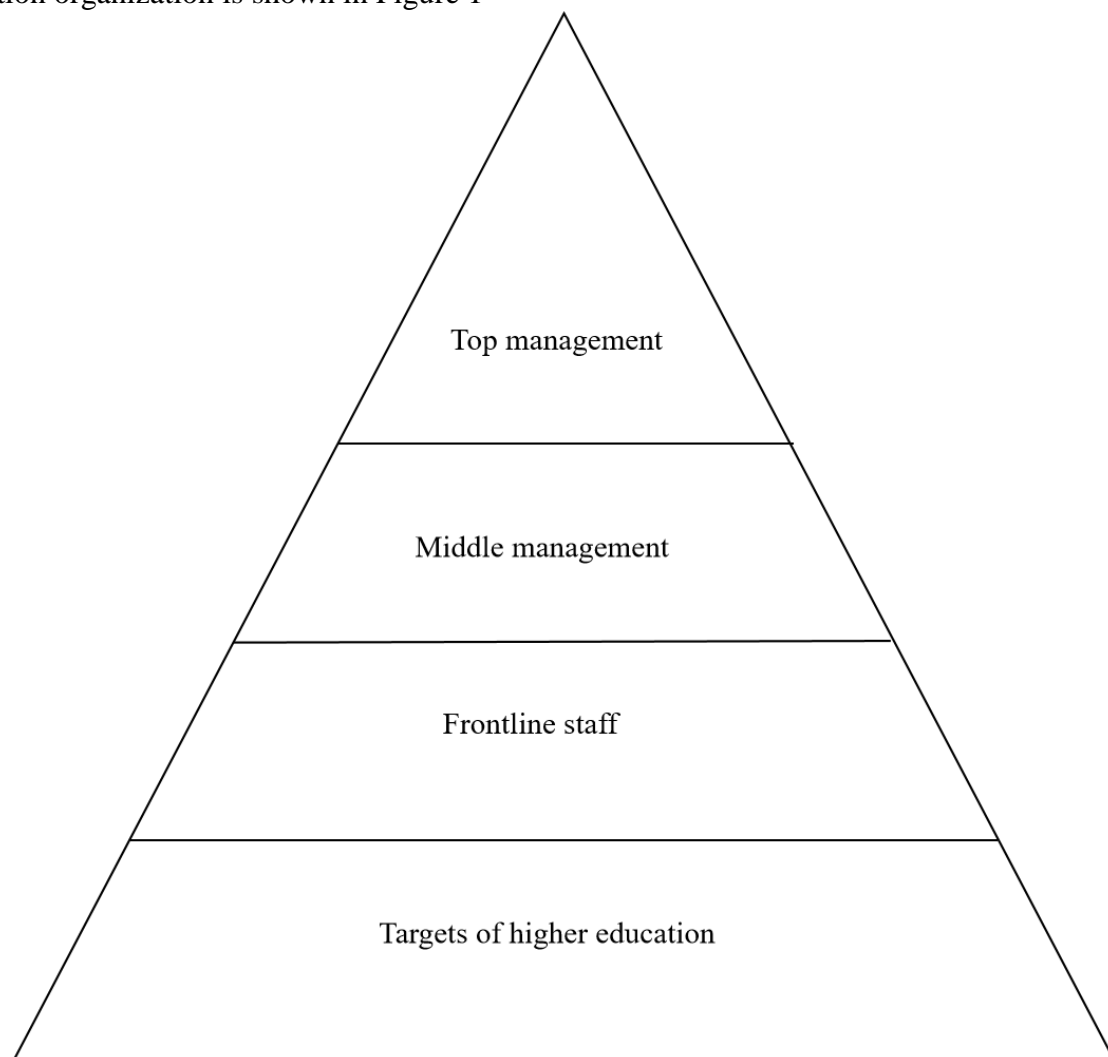


Figure 1 Organization Chart of Traditional Higher Education

While teaching and educating people, teachers should also cultivate students' comprehensive qualities, including leadership, command, insight analysis, innovation, speech and communication skills; Teachers should care for and care for students, and cultivate students to be human, caring and grateful. We should cultivate students' concept of lifelong learning. From undergraduate teaching evaluation to quality engineering construction, it is necessary for colleges and universities to change their training mode and education and teaching ideas. Teachers engaged in higher education teaching should spend more time sorting out their own courses, and put problems such as how to improve teaching methods into the environment of talent cultivation to analyze and think, so as to optimize their own education and teaching mode.

2.2. Internationalization of Higher Education

The University Federation of UNESCO puts forward that "the internationalization of higher education is a process of combining cross-border and cross-cultural views and atmosphere with the main functions of universities such as teaching, scientific research and social services. Internationalization of higher education itself has rich connotations, which emphasizes that countries should improve the level of higher education so that it can be recognized and accepted by the international community. At the same time, it emphasizes the openness of space, which can not only run schools in foreign countries but also accommodate foreign countries to run schools in their own countries; Emphasize the sharing of international educational resources, and require all countries to extensively carry out international exchanges and cooperation; It is emphasized that higher education in various countries should be constantly reformed, and the educational ideas, contents and methods should be actively adjusted and adapted to international exchanges and development.

In recent years, all countries attach great importance to strengthening international exchanges of higher education. More and more governments take the internationalization of higher education as a strategic policy for their own development of higher education. The intensification of international competition and the wide application of information technology have provided impetus and new channels for the internationalization of higher education, and some noteworthy new trends have emerged. The international attribute of world-class innovative talents determines the close correlation between the implementation of internationalization strategy and the improvement of talent training quality. The quality of university talent training is abstract and intangible, and its connotation is very rich, which is owned and determined by the core stakeholders. The process of higher education improving talent training quality is the process of "student-centered" reform and development. Internationalization, as a way and means of higher education improving talent training quality, plays a catalyst role in this complex production process, but the impact of internationalization strategy on talent training quality of higher education can not be underestimated. Talent training is a process of sustainable development, so the impact of higher education internationalization on talent training quality is also a dynamic process. In this process, internationalization mainly affects the quality of talent training by acting on quality attributes such as consciousness, knowledge and skills, so as to improve the effectiveness and scientificity of higher education reform to a certain extent.

3. Strategic choice of internationalization of higher education

3.1. Expand the vision of international development

The internationalization of higher education must continue to broaden the horizons of international development and lay the foundation for a thorough and accurate grasp of the connotation of the internationalization of higher education. In the internationalization of higher education, the teachers and students we see come and go, the construction projects and visits we see are actually external manifestations of internationalization. The key connotation of the internationalization of higher education lies in its school-running philosophy. , School-running vision and school-running strategy, these are also important factors that determine the actual

effectiveness of the internationalization of higher education. In the internationalization of higher education, on the one hand, we must not be limited to one country. On the other hand, we must place our higher education and higher education in the international higher education, correctly examine our own development level, and face the gap between ourselves and international famous universities. , We must also scientifically position ourselves in the international higher education arena, and analyze future development trends and self-development demands through the gap with world-renowned universities.

Education is one of the important contents of national development, and it is also closely related to other social undertakings. Therefore, the reform of higher education should not only be from the perspective of education itself, but also examine the role and value of higher education under the background of international politics, economy and culture, and the change of macro-environment. Therefore, education departments and local governments should play a leading and organizing role, effectively provide assistance for the internationalization of colleges and universities, and support the introduction of the first-pass policy, so as to make internationalization a competitive feature of higher education and an important strategy for running colleges and universities and national development.

3.2. The realistic demand of internationalization of Higher Education

Under the background of continuous globalization and changing international competition pattern, China needs to fully participate in international governance and actively build Community of Shared Future for Mankind. This requires cultivating talents with an international perspective, a complete knowledge system and the ability to handle international comprehensive affairs for the world, which requires higher education to go abroad and go global, and realize the overall goal of running a school in the cross-border cooperation between education and academics. In the new period of development, China's social deepening reform has entered a critical stage, which needs to be transformed from a manufacturing power to a manufacturing power as soon as possible. Based on the new problems and requirements of industrial transformation and upgrading and the new normal of economic development, it is necessary to give full play to the supporting role of higher education. Colleges and universities should provide advanced ideas, strong technological innovation and high-level talent supply for national economic construction, and seize the important opportunities of the times for social and economic development through two key aspects: intellectual support and talent supply. Therefore, China's social transformation and development needs to strengthen the talent pool by jointly cultivating students with other well-known universities under the international development mode of higher education, and also needs to create the conditions and environment for solving social development problems by cooperating with international top universities and research institutions to study problems, share information and materials, and exchange technical means. Higher education is manifested in the quality and quantity of innovative talents, especially top-notch innovative talents. Nowadays, the society is guided by information technology to lead the spread and integration of high technology, which drives the development of related industries, and the demand for compound talents appears. Modern new information management talents should be compound talents with comprehensive and balanced IT knowledge structure. The compound knowledge structure of information management talents is shown in Figure 2.

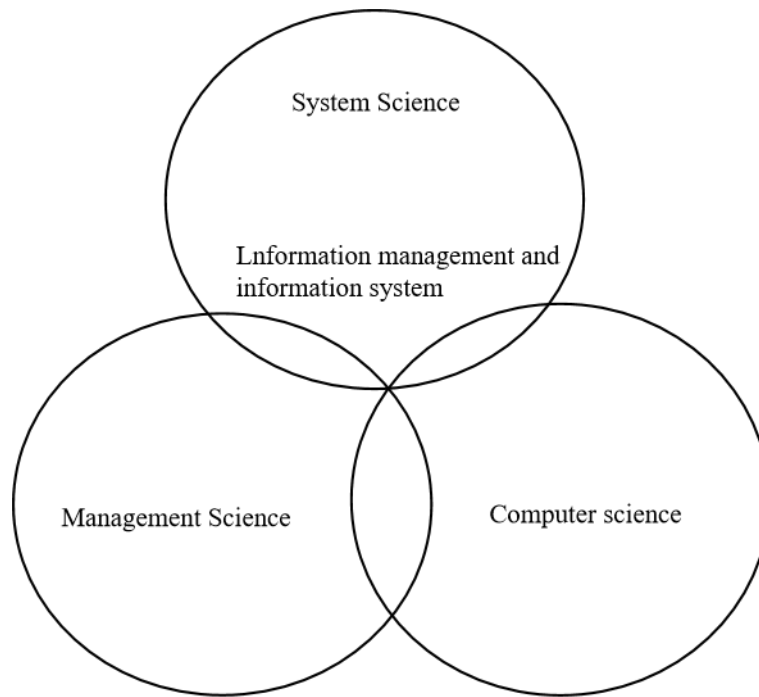


Figure 2 Compound knowledge structure of information management talents

Internationalization of higher education needs to be supported by internationalized school-running ideas and mechanism construction, which requires colleges and universities to do a good job in school-running development design, and strive to break through the boundary of management system while meeting their own development demands and national strategic goals. In the process of running a school, colleges and universities should fully connect with the international frontier, re-examine and sort out academic standards and education and teaching system with the international advanced level, and establish the corresponding international management system. In the aspect of student training, it is necessary to strengthen the professional construction and curriculum system optimization, aiming at cultivating innovative and applied high-quality talents, combining the objectives and paths of talent training in higher education with foreign advanced educational concepts and complete subject curriculum system. Colleges and universities should cultivate students' global competence in overseas internship, joint training and other training programs.

4. Conclusion

The internationalization of higher education is not only the mainstream trend of the development of higher education in the world, but also the common progress of education and human civilization. Under the complex international competition pattern and the needs of the construction of socialism with characteristics, comprehensively promoting the development strategy of first-class universities and first-class disciplines and accelerating the internationalization of higher education are the inevitable choice to improve China's comprehensive strength and educational competitiveness. Encouraging students to carry out cross-cultural exchanges with international students on campus is also crucial to the cultivation of students' global ability. To activate the role of international students in the school, on the one hand, we can help international students integrate into campus life culturally and academically through the joint establishment of associations between international students and domestic students, rather than becoming an isolated minority of the school. On the other hand, it can also give domestic and international students the opportunity to share cultural and academic insights, and enhance students' cultural sensitivity through the collision and exchange between domestic and international students. This informal contact is also conducive to the establishment of partnerships. The international development prospect of China's higher education is very broad. We should firmly seize the development opportunity and realize the deeper goal of international development.

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