

Analysis on the Influencing Factors of the Subject Professional Structure of Local Universities

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Abstract: Higher education can promote economic development through productive labor force and science and technology. It is the motive force and source of modern economic development. It is of great theoretical significance to explore the adaptability between regional industrial structure and specialty structure of higher education. The purpose of this paper is to reveal the relationship between the leading industrial structure, professional repetition, quality of enrollment, employment rate and quality of training and the structure of discipline and specialty in local colleges and universities, and then to get the theory of factors influencing the structure of discipline and specialty in local colleges and universities, which has made a theoretical contribution to revealing the coordinated development of local colleges and universities and regional economy.

1. Introduction

Specialty is the basic unit and carrier for higher education to bring into play the functions of training talents, scientific research, serving the society, cultural inheritance and innovation. Reforming and adjusting the structure of discipline and specialty in Colleges and universities is the basic way and path to improve the quality of higher education and enhance the function of higher education. However, the adjustment of discipline and specialty structure is a complicated process, involving many factors. Private undergraduate colleges and universities should aim at training applied undergraduate colleges and universities, and adjust their discipline and specialty structure in time so as to connect with regional economic and industrial structure.

2. Industrial structure

The relationship between professional settings and industrial structure should be very close, because whether the professional settings are reasonable or not determines whether the talents trained by schools can be accepted by the market. If specialty setting can better adapt to the characteristics of regional industrial structure, it can promote the optimization and upgrading of regional industrial structure, thus promoting the development of regional economy. On the contrary, it will hinder the long-term and stable development of regional economy. Therefore, it is particularly necessary to study the adaptability of specialty setting and industrial structure of Shaanxi colleges and universities to the economic development of Shaanxi Province. Generally speaking, the basic relationship between industrial structure and university specialty setting can be summarized as industrial structure determines and restricts university specialty setting. At the same time, university specialty setting is related to industrial structure and serves industrial structure.

3. Professional Repetition

Professional repeatability = the number of colleges and universities with the same specialty as A College. Among them, the total number of colleges and universities refers to six public colleges and six private undergraduate colleges of the same type in Shaanxi Province.

Through the statistics of the major of each school and the comparison with the major of A College of Shaanxi Province, it is found that there are 23 undergraduate courses in English, Japanese, French,

News, Radio and TV, Chinese, Finance, Marketing, Industry Management, Accounting, Manpower, Logistics, Tourism, Telecom, Computer, Electricity, Transportation, Art, Performing, Broadcasting and Guidance, International Trade, Landscape Architecture and Nursing. The repeatability of specialty is 1, 0.5, 0.17, 0.67, 0.67, 0.25, 0.75, 0.5, 0.42, 0.83, 0.83, 0.67, 1, 0.83, 0, 0.33, 0.33, 0.5, 0.17, 1, 0.33 and 0.33 respectively. From this we can see that the repetition of English, Computer and Chinese Language and Literature majors is 1, which shows that the three majors are saturated. According to the employment report of Chinese college students compiled by Max Research Institute in 2011, the above three majors are employed in the Red Sea and Yellow Sea areas, but for application-oriented colleges, they should take a differentiated path. Therefore, it is suggested to change the training direction of the above majors or Gradually withdraw; the most competitive majors of Shaanxi A College are nursing, transportation and international economy and trade.

To sum up, professional repetition is the second major factor affecting the adjustment of discipline and specialty structure in private colleges and universities.

4. Enrollment quality

Specialty setting and construction is the prerequisite for higher education to carry out teaching work and personnel training, and the primary task of education and teaching reform. The comprehensive index of enrollment data also reflects the scientificity of specialty setting and the practicability of personnel training. On the contrary, favorable professional settings and plans will be widely recognized by the society, students and parents if they can adapt to the changes of social and economic demand for talents, and will inevitably promote the smooth development of enrollment work. Therefore, enrollment work and professional settings have an inseparable interaction. Through sorting out and analyzing the enrollment data of six private universities in Shaanxi Province, it is found that the dominant majors of Eurasia College are mainly accounting and construction engineering majors, while the dominant majors of translation college are foreign languages and accounting majors, and the dominant majors of Xijing College are accounting and construction engineering. There are also mechanical design and manufacturing and automation specialties, and so on. The superior majors of similar universities can be widely welcomed by candidates, with a high registration rate, which accounts for a large proportion of the school's students. The main reasons for the poor enrollment of students are the obsolescence of the major, the lack of professionalism, the obscurity of the characteristics, the unfamiliarity and incomprehension of the candidates and so on, which result in the low rate of applying for an examination of one volunteer and the unsatisfactory registration situation.

To sum up, the number of planned enrollment, the number of first volunteer applicants, the number of admissions, the actual number of applicants, the completion rate and the popular coefficient are the important indicators affecting the quality of enrollment, and the quality of enrollment is the third major factor affecting the structural adjustment of disciplines and specialties.

5. Rate of employment

Through the analysis of the employment data of A College and Max, it is not difficult to find that, firstly, we should make clear the orientation of running a school and setting up specialties according to the advantages of the subject. According to the existing resources and combining with the needs of social and economic development, talents and employment status quo, we can make the school run its own characteristics and form its own unique advantages. We can study in schools with advantages and strong teachers. More specialties should be set up in different disciplines to strengthen the intensiveness of specialties and the mutual support among specialties within the school, so as to form a professional platform for coordinating the investigation and development of key disciplines and related disciplines and an advantageous professional group, which is conducive to the establishment of a brand specialty in a relatively short period of time. Take "people have no me, people have me strong" as the goal of specialty setting and construction, and strive to cultivate and form their own brand specialty and characteristic specialty. The more outstanding the characteristics are, the more

irreplaceable the school will be and the more unique its competitive advantages will be. Secondly, we should establish a professional group with key majors as the leader and related majors as the support, and provide radiation services to regions, industries, enterprises and rural areas, so as to enhance students'employability. Priority should be given to the construction of specialties with good conditions and great potential for development, or specialties with distinctive features have been formed, and specialty brands and advantages have been gradually formed. Third, increase the flexibility of professional choice. For private colleges and universities, specialties are like their own products, which need to be constantly developed, reformed and innovated to improve their quality. For students, choosing a major basically means choosing a career field or direction of employment. It can be seen that majors are crucial to schools and students. At present, there are some objective problems in enrollment, such as insufficient supply of high-quality majors, asymmetric enrollment information and low transparency of operation. Many students are not prepared enough or even blindly for the choice of majors before enrollment. Private education should also be able to provide students with second and third opportunities in their major choices. Credit system can be tried, but it should be different from the credit system of public higher education. Fourthly, we should adjust and set up specialties flexibly according to market demand. For our school, market demand is an important basis for professional setup. At present, the problem of difficult employment for college students has been widely concerned by the society. For private colleges and universities, they should not stay on the idea of emphasizing theory, neglecting practice, pursuing "big and complete" and "high-level", neglecting the actual needs of the society for talents, let alone forget the idea of specialty setting, teaching content and mode serving employment. In order to find the growth point of local economy, the specialty setting and specialty structure of private colleges and universities should be closely related to the market and grasp the demand. Because of its flexible system and quick turnaround, private colleges and universities can keep up with the market, pay close attention to the signals from the market at any time, and adjust their professional settings in time, so as to effectively meet the needs of the market.

6. Cultivation quality

The internal factors affecting specialty setting mainly involve the status of teachers, resource conditions, teaching level, scientific research level, students'quality, financial cost and so on.

6.1 Teachers

The core of professional construction is the construction of teachers'ranks. The purpose of the construction of teachers' ranks is for the development of disciplines. The two complement each other and promote each other. The core resource in universities is the teaching staff. Whether universities can develop healthily and continuously, and whether they can guarantee the quality of teaching, the most fundamental thing is to do a good job in the construction of the teaching staff, which is a strategic and overall work.

6.2 Resource conditions

Resource conditions are the basic conditions for a school to run, which mainly involve the hardware and software conditions of the university. Hardware conditions mainly relate to the basic school-running conditions of a school, such as school buildings and land, teaching equipment and books and materials. And the software condition mainly involves the culture and concept of a school. The quality of resources directly affects the development of a school. Of course, resource conditions are also an important factor affecting specialty setting. The establishment of a major requires supporting teaching instruments, equipment, and the corresponding library resources and other important hardware conditions. At the same time, it needs the support of teaching, culture and other software resources.

6.3 Teaching level

Teaching level is one of the basic conditions for setting up a major, which affects the setting of a

major. Specialty setting has put forward higher requirements for teaching level. The allocation of textbooks needs to be synchronized with the development of specialties. High-quality teachers are also the basic link to ensure the teaching level. The diversification of teaching modes will also affect the teaching level, and then the level of specialty.

6.4 Scientific research level

Relying on discipline construction, promoting personnel training and promoting scientific research level are the main ways to improve the development level of colleges and universities and achieve rapid development. The ability of scientific research is an important factor affecting specialty. Slow development of scientific research will make it difficult to improve specialty, level, scale, quality and efficiency. Scientific research funds, papers, monographs, the number and quality of awards will affect the level of professional support. The level of scientific research of a professional teacher directly affects teachers' professional innovation ability, and also affects the development of a professional.

6.5 Student quality

The quality of students is an important index that affects the specialty setting. Students' first volunteer admission rate, students' award rate and other aspects will affect the establishment of a major.

6.6 Financial cost

Every major needs various costs, such as teacher cost, laboratory cost, recruiting cost, employment cost and so on. The investment of every professional cost will also affect the development of a major.

7. Other factors

The factors affecting specialty setting are not only internal factors, but also industry development, peer status, enrollment market, employment market and other factors.

7.1 Industry development

The development of the industry directly restricts the future development direction of a major, and also affects the employment prospects of students. Professional settings must know whether the major belongs to Red Sea or Blue Sea. The development prospects of the industry will affect students' choice of majors, as well as students' popular majors and unpopular majors, which will affect the establishment of schools' majors.

7.2 Peer status

Peer status mainly refers to the same major in the same level of school settings. The impact of peer status on specialty settings is mainly reflected in the fact that more peer specialty settings show that a higher degree of concern for the specialty, which will affect the competitiveness of students in a school and make them lack competitiveness in the future graduation market.

7.3 Enrollment Market

Extensive enrollment propaganda and effective enrollment work have a positive significance to the quantity and quality of students, and play an important basic role in professional construction, and the comprehensive indicators of enrollment data also reflect the scientific nature of school professional settings and the practicability of personnel training to a certain extent. On the contrary, favorable professional settings and plans will be widely recognized by the society, students and parents if they can adapt to the changes of social and economic demand for talents, and will inevitably promote the smooth development of enrollment work.

7.4 Employment Market

The employment situation of college students is getting worse and worse year by year. At present,

there is a contradiction between total unemployment and structural unemployment in the employment market of college students in China. At the same time, there are significant professional differences in the employment of College students. There are differences in the impact of University types, regions, specialty settings, gender, salary and other factors on the employment of college students of different majors. The changing situation of the employment market will provide some basis for the specialty settings in Colleges and universities, but also affect the specific situation of the specialty settings. ,

8. Conclusion

It can be seen that there are many factors affecting the professional settings, and how to adjust and control the professional settings more reasonably according to the actual situation of each school has become an important aspect of general concern.

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