

## Analysis on Core Competence of Physical Education

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**Abstract:** This paper analyzes the current and future competitive trends of physical education majors in colleges and universities in China, and discusses the connotations of the core competitiveness of physical education majors, and studies the influencing factors and the content of investigations, and puts forward recommendations for professional core competence training in the physical education of colleges and universities in China.

### 1. Introduction

In today's society, China's education is facing the third major change since the establishment of a new school in the early 20th century and the transplantation of the former Soviet Union model in the 1950s; it has experienced severe pains caused by the transformation from the traditional economy to the knowledge economy. This kind of pain comes from the competitive nature of the market economy, which focuses on creating and competing for human resources. Our current reality is that we are both overcrowded and scarce. This reality reflects the uncoordinated development of the current supply and demand for education in our country. To ease the contradictions, China held its first National Talent Work Conference since the founding of the People's Republic of China in 2003. The "Strengthening China's Talent Strategy" has been officially promoted as a new national policy; China's higher education at the forefront of this strategy's implementation was at the end of the 20th century. It has undergone a dramatic expansion. The competition between universities has become a competition for scale expansion ability, and the competition of universities and their disciplines has been overshadowed by a moment [1]. With the first major enrollment expansion in 1999, the conflict between the employment of university graduates and market demand, the rapid transformation of the competition of universities and their disciplines, and the rise of the core competitiveness theory of western developed countries in the 1990s by the higher education sector. Introduced and widely used. In the field of sports, in 1995, it was proposed that general education should be implemented in college sports majors. Today, general education has gradually become a trend, and competition for professional talents has become increasingly fierce. It is necessary to shift the research focus to professional education. To cultivate and enhance the core competitiveness of disciplines.

### 2. Core Competitiveness of Physical Education

The study of university core competence is based on the core competitiveness theory, and it is the extension and expansion of core competitiveness. At present, it is still in the introduction of concept, grafting mode, borrowing method and preliminary design stage of core competitiveness structure and elements. Different scholars put forward their own views from different perspectives, trying to clearly and clearly define the core competitiveness of universities. At present, there are three representative viewpoints in the academic community: "skills concept", understanding the university's core competitiveness as "taking technical capability as the core", and continuously integrating the competitiveness factors or achieving a sustained competition through the highlight of a certain element of utility. Advantages of ability; "Knowledge concept", university competitiveness is the "knowledge system for identifying and providing advantages", is formed under the coordination and combination of various elements of competitiveness; "resource concept", the university's core competitiveness is a kind of " "Advantageous resources" is the result of the

university's effective operation of its own resources. Based on the above studies, the core competitiveness of the university can be defined as: the ability to coordinate different skills and integrate various technical resources in the process of long-term development, to enable the university to gain individuality and strengths, and to continuously win the competition. The kernel capabilities. First of all, it is a kind of core competence, which is gradually developed by the university in the long-term practice process. It is the accumulation of long-term system learning experience, is the core competence of the university, and has stability. Secondly, the university's core competency of competence is linked to its specific history and culture, accompanied with the university, and rooted in the university culture. It is a process of "historical accumulation" with distinctive characteristics, and thus manifests itself as being difficult to imitate and Irreplaceable. The practice of building core competencies by digging away from competitors' individual human resources will not produce the desired results [2]. Moreover, the university's core competitiveness not only shows a dynamic comparative advantage, but also a kind of ability to sustainably produce this comparative advantage. It is an organization's advanced concept, adaptation mechanism, and unique environment. "Without walking, imitation, and injury", the inner spirit.

According to our reference to relevant information and understanding of the university's core competitiveness, we define the core competitiveness of the physical education profession as: Relying on the respective school resources, formed in the course of long-term development of the physical education major, able to coordinate its own different skills and integration Various technical resources, gaining individuality and strengths, and continuing to win the core competence in the competition. Whether or not we can establish a competitive advantage of "I have no people and I have excellent people" is the key to having a culture that does not have a competitive advantage, including ideas, mechanisms, environment and spirit. This is the "core capability" we understand. In addition to the above-mentioned characteristics of core competitiveness among universities, the ability also has a distinctive self representation in the university organization. First, integration. The existence of a profession depends on the existence of a university. The organizational culture of its university has a strong constraint on its development, but at the same time it has an active influence on the organizational culture to which it is attached. This mutual existing relationship makes The core competitiveness of PE education inevitably shows the characteristics of integration with the attached universities. Second, independence. Physical education majors must not only participate in the competition of similar majors, but also compete with other professionals in the same school for resources. This requires considering the size of the development contribution of the school. The layout of the professional development of the school must 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 specialty needs to be unique at the school level. Market perspective and positioning, as well as unique effects.

Since core competitiveness is a kind of implicit comprehensive ability and a kind of historical accumulation culture, can it show specific indicators to compare with each other? We believe that the competitiveness of the explicit professional is The core competencies dictate, and the most explicit indicators of professional competitiveness (such as enrollment, employment, student satisfaction, student quality, teacher level, and equipment conditions) are easily changed with changes in market needs. Supporting this change and being relatively stable are ideas, mechanisms, education environment and spiritual culture. However, the pros and cons of these core elements are difficult to directly quantify. Therefore, the author tried to focus these core elements on some of the observable indicators that are relatively stable and closely related to core competitiveness. The following table shows the main factors and major observation points that affect the core competitiveness of the physical education major [3].

The current assessment program focuses on the current escalation of core competitiveness, and we want to reverse the search for more instructive causality through the process of the quality of education, that is, through the above-mentioned explicit elements, step by step The true reflection of core competitiveness.

### 3. Cultivating the Core Competence of Physical Education

Based on the idea that we think it is difficult to identify core competences directly and use explicit indicators to inversely infer core competencies, we believe that the actual cultivation process of core competence is also a process of long-term development from explicit indicators to the core. The process of "shape" to "god". The above-mentioned major factors that affect core competitiveness are the direction of efforts to cultivate core competitiveness. For the construction of the above elements, we mainly recommend:

The "high starting point" is the basis for career development. Physical education majors in colleges and universities should according to their own historical traditions, conditions for running schools and the external environment, analyze competitive advantages and disadvantages, face the competition of the increasingly strong physical education majors, be ambitious, and carry out accurate target positioning and value orientation; The need to provide quality services is the responsibility of the development of the physical education profession. Only in this way can we gain social recognition and adhere to the principle of "do something for nothing". Focusing on the development goals and core values, we will be able to reflect our strengths and characteristics and have a broad perspective [4]. The subject areas of development prospects, special capabilities, and key areas are organically combined to build their own competitive advantages, and to rapidly nurture and form their own core competencies in comparative advantage.

"A top-ranking university is not a first-rate university in all aspects, but a first-rate university must have a first-rate aspect." This is also true of the first-rate physical education major. Based on its own characteristics, social development, and competitive changes and development in the market, the physical education major will clearly identify the advantages of comparative advantages, make comprehensive use of various resources within the colleges and universities, and prioritize the deployment of discipline-specific strengths to put people first and improve their internal strength. Under the guidance of professional goals, academic leaders are selected and academic teams are formed to make breakthroughs in the research direction and priority areas of certain disciplines, and strive to expand the comparative advantages, create professional brands, occupy disciplines, or command points in certain fields. This will not only increase the existing competitiveness, but also produce a certain "marginal effect", which will drive the overall follow-up and development of the relevant disciplines as a whole, thus forming a new competitive growth point.

Academic nature is the basic attribute of the university and reflects the basic social value of the university. The academic level of the university determines the quality of personnel training, the level of scientific research and the level and scope of social services, and is the main embodiment of the university's core competitiveness. Therefore, the physical education major must pay attention to academic activities, increase scientific research and development efforts, improve scientific research capabilities and levels, make full use of human resources, and constantly improve core competitiveness. The university is a place for imparting profound knowledge and a cradle for talent cultivation. It is necessary to strengthen teaching and foster students' innovative knowledge and innovation capabilities so that they have innovative personality. "Education without research is shallow, and research without teaching is empty." Colleges and universities should actively participate in teaching activities and scientific research, adhere to both hands, correctly handle the relationship between the two, and constantly improve their competitiveness [5].

A good sports culture atmosphere provides a good environment for the cultivation of sports core competitiveness. We must provide a relaxed and tolerant management environment, attach importance to talents and cite talents, and on the basis of reality, rely on our own ability to discover and build talented people, constantly increase the development of human resources, create a lively physical education environment, deepen professional reforms, Break through the traditional teaching mode, broaden the horizon; create a good research environment, let the physical education grasp the latest academic trends and scientific research achievements of the discipline, enrich its sports connotation, broaden the extension; build a diverse activity environment, cultivate students' sports interest and ability , Continuously improve its sports culture quality and enhance its social service capabilities. In this way, the spirit of "being ahead of others" and actively innovating will

take root in such a superior environment and achieve sustainable development of competitiveness.

#### **4. Conclusion**

Core competitiveness is the basic guarantee for an organization to maintain its competitive advantage over the long term. The core competitiveness of PE education is based on the school's resources in the long-term development of the PE education specialty. It is capable of coordinating its own different skills and integrating various technical resources, and gaining individuality and strength to win the competition. The training of core competency of physical education majors in colleges and universities must first of all establish long-term goals and a strong sense of social responsibility; Secondly, we must implement brand strategy, innovate constantly to achieve sustainable development; Third, we must adhere to teaching and research; and fourth, we must create campus sports. Cultural atmosphere, and constantly strengthen environmental construction; Fifth, establish a flexible management mechanism, advancing with the times.

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