

Analysis on Strategic Management in Higher Vocational College

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Abstract. The characteristics of strategic management theory are very enlightening, management can broaden decision-making management in the strategic vision, lead decision-maker to reach perfection in strategic thinking, and strengthen the hierarchy of decision-makers in strategic logic. Strategic management is not only dominant in the enterprise, but also useful in the management of higher vocational colleges. This paper simply analyzes the strategic management with the background of higher vocational colleges, analyzes the importance of strategic management and the selection policy of strategic management in higher vocational colleges, and use innovative thinking to make up for the innovative problems in the management of higher vocational colleges.

Keywords: strategic management; higher vocational college; environment.

1. Significance of Strategic Management

With the growth of China's economy, the cultural level of our people is constantly improving; the productive forces drive the economy today, the existence of some higher vocational colleges is particularly important [1]. In order to adapt to the market environment, many higher vocational colleges are also undergoing transformation and enhancing strength, the leader's strategy determines the forward standards of a college and the overall policy of reform. Innovative strategies can bring new development quality; the core of leadership of higher vocational colleges in strategic management should be suitable strategic management ideas and scientific strategic management plans [2]. The economy has promoted the development of productive forces, which has promoted the needs of enterprises for technical talents; the development of the market has caused fierce competition among higher vocational colleges, therefore, higher vocational colleges in our country have paid more and more attention to the establishment of school brands, it also seems very urgent in the severe competition of colleges. College management strategies in the management of higher vocational colleges are of great significance not only in management theory but also in the operation practice of schools [3].

2. Environmental Analysis of Implementation of Management of Higher Vocational Colleges

(1) Analysis of external environment

In the context of China's urgent need for technical talents [4], higher vocational colleges belong to a public sector classification, it also has a strong competitive chain similar to enterprise. The competitors of higher vocational colleges not only have private colleges, secondary vocational colleges and foreign universities, but also some adult self-learning schools, online education and skill training for various majors [5]. The biggest competitors are the competition among regional same colleges; promote the choice problems of these competitive students' source, as well as the internship opportunities given by enterprises.

(2) Analysis of internal environment

The establishment number of years the school determines the qualifications of the school, the place and environment determine the number of enrollments, moreover, the establishment of the department and the hardware facilities are the performance of the school image [6]. The cooperation between the college and the enterprise determines the employment of the school, there can not only be on-campus experimental training site, as well as off-campus practice base, which can bring

advantages to the schools. It is necessary for leadership to give play to their full management ability for establishment of unified management system of teachers and students, most of the higher vocational colleges have many shortcomings in management, and many need to be optimized [7].

3. Definition of Strategic Management

The strategic management of higher vocational colleges is based on the school's aim of running the school and school's specific internal and external environment, only full understanding can make clear school's overall policy and development direction, Organize the resources of the school's human finance and material resources to complete the planned overall goal of school [8]. It can be seen that the strategic management of higher vocational colleges is designed and managed by the top management of school strategy formulation. The development of China's economy promotes the process of production and changes the internal and external environment of higher vocational colleges. Under such circumstances, higher vocational colleges should not only consider from the prospect of development, but also from the status quo, should change from the management of single function in teaching to comprehensive strategy and management. The leadership of higher vocational colleges should start from the daily life management affairs of the school's education and teaching, must actively improve their leadership ability, take the school's strategic management as their responsibility, and the comprehensive strategy determines the school's working key point. The strategic management of higher vocational colleges is adapted to the external environment of the school; the management of higher vocational colleges can be divided into two categories: there are strategic management and operational management, respectively. Strategic management is to establish organizational goals based on external environment and internal conditions, ensure the realization of objectives, the final result is a flexible management process, including formulation of three aspects, namely strategic analysis and formulation, strategy implementation, strategic evaluation and adjustment, as well as operations management, these projects can generally lay down stable working routine with standard and normative nature.

4. Formulation of Strategic Management

The strategic positioning of higher vocational colleges is a clear self-positioning in the whole higher vocational colleges, the status of the school market or its status in the market. The long-term strategic goals of higher vocational colleges should have four characteristics: mutual restraint, integration and practicality. The restraint in time can improve the efficiency of reform and can complete work within the goal. Clear guarantee means that the strategic objectives are qualitative, after understanding, implementation and test, higher vocational colleges can reach consensus on their work. Integration refers to the goals and organizations at all levels which higher vocational colleges can involve, and can be broken down into the goals of some branches, more carefully complete work through the goals of the branch, thus achieving the overall goal [9]. Practical significance refers to the goals that can be achieved. To develop strategic goals, higher vocational colleges can fully utilize various resources to face different challenges, thus solving various difficulties and making the goal become reality step by step. Today's higher vocational colleges have completed external scale expansion, so the strategic management can mainly focus on the development of the internal environment.

5. Development Ideas of Strategic Management

(1) Perfect organizational mechanism

In the organizational structure, we should vigorously arouse academic staff based on teaching, accelerate the spread rate of knowledge when changing the organizational structure, enhance adaptability and competitiveness, adapt to the expansion of university social functions, interdisciplinary development, and promote high-level research work, promote the emergence and development of new disciplines, and build an academic-oriented, discipline-centered organizational

structure, promotes the production, use, and integration of knowledge, and enhances the school's core competitiveness and business performance. It is necessary to correctly understand the characteristics of knowledge in the spreading process and the inherent laws of academic activities. The performance evaluation and encouragement policies of teachers in teaching activities are mainly the central content of the establishment and reform of the system. Adhere to the humanistic management philosophy, evaluate academic activities and teachers' achievements, and use more diverse and complete rules to manage. In allusion to different types of teachers, academic development styles with different directions are created, implement different evaluation rules, by improving the construction organization system, the main role of teachers is applied to innovative spirit [10].

(2) Strengthen academic construction

The academic foregoers play a soul-like existence in the academic team. Academic foregoers play a role in selecting and grasping the development direction, they are also a cohesive representative and lead organization in the academic team. A good academic style is not only rich in academic pioneering spirit, but also in the name of acting as a management organizer. The most important role of academic foregoers is reflected in the common development of academic level and disciplinary hierarchy. The academic foregoers as the center, academic teams are established, and the division of labor should be clear and reasonable in personnel organization, and must work together. In academic level, teacher level and conditions of school running, some higher vocational colleges still have some differences compared with undergraduate colleges, therefore, under the condition of relatively weak economic strength, higher vocational colleges must strengthen academic construction conditions, must focus on limited resources, select superior disciplines, carry out key construction, focus on places where key breakthroughs can be achieved, achieve some possible advantages, strive for national and social support for school, and gain a good development path in regional aspect.

(3) Conduct teaching reform

The development of higher vocational education changes from elite education to mass education. The mass education and the new situation of market have put forward new requirements for higher education. For the reform of in-depth teaching mode, the reform of teaching modes in higher vocational colleges should take social needs as the direction, adhere to principles, study professional and training mechanisms, carefully design curriculum systems for practice, and humanities education systems and auxiliary systems to adapt to popularization of education in higher vocational colleges and the diversification of talent training, and then reform standard of teaching content and teaching methods. Standardize the teaching elements of each course, comprehensively implement the "Course Teaching Implementation Plan", and effectively play the teaching and scientific research effects. Implement a formal and standardized course teaching system, strengthen extracurricular teaching links, and standardize teaching competition. Do a good job in the management of the course links, and the teaching process should be carried out in good order. Teaching research and reform should be based on effective incentive mechanism, lead teachers to actively participate in the teaching research and reform, support teachers to participate in teaching reform projects, and then continue to improve the teaching process. It is also necessary to strengthen the construction of training bases and establish some off-campus professional learning and training bases. The teaching experiment and practice, experimental design, graduation internship project is strengthened and improve internship standards.

6. Conclusion

Through the analysis of the strategic management of higher vocational colleges, this paper analyzes the current situation of the development of higher vocational colleges from internal and external environment, it shows that the development of higher vocational colleges should focus on the management of internal environment, and then starts from the internal environment, and formulates strategic decision-making policies. Starting from practice, the innovative methods in line with the basic environment of higher vocational colleges are formulated, and provide references for the reform of higher vocational colleges.

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