

The Case Study of Independent College Getting out of Its Development Dilemma through Internationalization

A Case Study of Bowen College of Management Guilin University of Technology*

Ning Li

Bowen College of Management
Guilin University of Technology
Guilin, China

Jianmei Ren

Bowen College of Management
Guilin University of Technology
Guilin, China

Jinye Wang**

Guilin University of Technology
Guilin, China

**Corresponding author

Abstract—With the rapid development of economy and the "One Belt and One Road" current situation, China has an increasingly demand for talents and international talents as well as the internationalization of education has become an important trend and feature of education development. The Independent college as an essential part of Higher Education, it plays a significant role in development and the improvement of international education. This article takes Bowen College of Management Guilin University of Technology as an example, analyzes some main problems of international education, and puts forward some suggestions for international education.

Keywords—the independent college; international education; strategy

I. INTRODUCTION

With the rapid development of economy, China has an increasingly demand for talents, especially international talents[1]. With the acceleration of economic globalization, higher education will inevitably become international in order to adapt itself to the new situation of international economic and cultural exchanges and cooperation [2]. This is not only the needs of the times of economic and social development, but also the inevitable result of improving the standard of running a school. At present, the internationalization of higher education has become a global wave and has become the common choice and universal strategy for the reform and development of higher education in all countries in the world. Under the background of "One Belt And One Road" policy, the internationalization of

education has become an important trend and feature of Higher Education Development. As an important part of education, independent college has plays an indispensable role in improvement of international education. So, how to go the international road for the independent local colleges and universities? How to cultivate innovative talents with international perspective? The independent college is a newly developing college, it has so many obstacles such as limited historical accumulation, insufficient experiences duplicate curriculum designs and the professional setting copied from the parent school. How do independent colleges cope with the pressures of birth and employment under the wave of eliminating the third ranking enrollment of students? Under the background of international talent demand, and the double pressure of the source and employment, it is an important way for independent colleges to get out of the dilemma through the internationalized running mode with their own characteristics, increasing the attractiveness for students and embodies students' adaptive ability to the needs of the social requirement. This paper is based on the case study on Bowen College of Management Guilin University of Technology (The following is referred to as Bowen College).

II. THE CURRENT INTERNATIONALIZATION SITUATION OF BOWEN COLLEGE

At present, independent colleges of Guangxi have international education programs, but the degree and specific projects are different. The overview of the development of the internationalization of Bowen College, the Main features are as follows: establishing an international exchange and training center, and organizing an international cultural exchange committee, the school vigorously implement the "International Exchange and Cooperation Project", which

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includes "Overseas Classroom" and the cooperation agreement signed with Canada, Britain and other countries. At the same time, the school also vigorously promotes the "going out" and encourages teachers to declare Scholarship Fund projects, through further studies at elite schools abroad, those teachers can enhance their international perspective.

A. Overseas Classes

1) The developing situation of overseas classes:

Overseas Classroom Practice Program is a brand-new practice teaching activity in which schools train international talents, open up students' international horizons and open up students' overseas experience. The more distinctive in international education of Bowen College is providing overseas classes, which allows students to attend classes overseas for a short period of time or more than one semester. The planned, purposeful and step-by-step overseas classroom practice projects have been forming a good overseas classroom atmosphere for the school. Through timely and effective news reports, the school was praised by the students of their parents and teachers. The excellent and poor student positive energy situation receive frequent acclaims, so that the school overseas classroom work to a virtuous circle. Most overseas classroom teachers are foreign teachers, and the classroom is rich and varied contents, so that students can truly experience the charm of overseas classes, which enhance their international horizons. The school had cooperated with such countries including Canada, the United States, Britain and so on. In order to enable more outstanding students to participate in international education, the school actively uses a variety of methods to help poor students to participate in overseas classes and encourage outstanding students to participate in overseas classroom projects.

2) The specific implementation of overseas classes:

a) *Admissions promotion:* Through the development of detailed work programs, the school innovates advocacy model. By investigating the family situation of the students and the needs of students, the school targeted recruitment promotion. Because of regular seminars, knowledge training in overseas classrooms, targeted introduction of new projects and new itineraries, interpretation of the latest policies in real time, the school teachers and students can learn about the latest developments and policies in overseas classrooms. Specialized staff as overseas class work contacts was designated, that play an effective role of communication and connectivity, quick and timely solution to problems in the work to ensure that the success of the overseas classroom work.

b) *Increasing publicity efforts to expand publicity channels:* Using new media platforms such as the Internet and WeChat, the students will be better able to demonstrate and publicize the real situation and performance of their overseas classes and vigorously promote overseas classrooms in all aspects.

c) To carry out multi-form large-scale activities to assist publicity: The school carries out international month activities, which were rich in content, diverse forms. A wide

range of students participated in the activities, which related to thematic lectures, excellent students in overseas classroom commendation, selection contest free students, knowledge contest in overseas classes and other activities.

d) *Other aspects of publicity:* The school integrated the overseas classroom introduction and propaganda work in the new enrollment and reporting work, when the freshmen entered the school. The teachers and students who have gone abroad have been instructing and communicating face-to-face with the students, which have achieved good results. The students have a positive and comprehensive understanding of the overseas classroom by actively answering the students' consulting on overseas classroom.

B. Overseas' Further Education Program-master's Degree

According to the Spiritual guidance of the opening up to the outside world of the education of the 19th National Congress of the Communist Party of China, great changes has taken place in China has made the upgrading of the students' demand. Bowen College actively updating the talent cultivation plan, and provide the platform for pursuing overseas master's degrees. To expand the platform for students' further study, Bowen College has making efforts to develop cooperation and exchange program with universities in Australia, New Zealand, Britain, Canada, Thailand, etc.

C. Other International Exchanges and Cooperation Projects

① A recruitment program for Taiwan China, right now there are a small number of students are studying at the southeast university of science and technology in Taiwan China. ② A series of activities have been carried out at Jiangnan University in South Korea. ③ Bowen College has also established cooperation with the University of Malaysia, and two teachers have signed up for doctoral programs at the University of Malaysia. ④ There have master degree program with Bogren University in Thailand.

To solve the dilemma of independent colleges and universities through internationalization

III. INCREASING THE INVESTMENT OF FUNDING

Due to the features of the independent college, its main source of funds is not provided from the government level. To attract students, and its' distinctive feathers, It's more reasonable to have advanced hardware and software facilities. In fact, compared with the public universities, the funds for private colleges and universities lagged behind the public universities. Recruiting international students through internationalization will raise the tuition fee, but also obtain the cooperation funds from foreign universities and foreign enterprises, which increase the channels for education fund of the school.

A. To Increase and Train International Teachers

According to statistics, the number of foreign teachers in independent colleges is relatively small. The total number of foreign employees is less than 1%, and the total number of

the teachers with a background in overseas study is less than 5%[3]. Due to problems such as labor mechanism, wages and incentives etc., the future of private higher education leads to quite a number of teachers lack enough cohesion of and necessary value identity, brain drain is frequent. Even if the newly enrolled teachers can make up vacant position, Most of them are lack in teaching methods, experience and relation between students and teachers, which increase many uncertain factors for independent colleges teachers recruitment. Through internationalization, teachers' communication can not only improve teachers' knowledge level and teaching level, but also enhance their sense of belonging and ensure their stability.

B. Enhancing Students' International Mobility

Although Bowen College is carrying out international degree cooperation programs, we have not done enough to form influential characteristics. In 2017, the number of leading and excellent teachers who studied abroad is 3, accounting for less than 0.2% of teachers. Students went abroad to study 86 people, accounting for less than 1% of the total number of students, and to participate in most of the overseas classes are short-term groups. In 2018 there are 13072 students, 90 short-term students, 10 overseas students in semester; a total number is 120, less than 1% of the students attending overseas classes. Poor international mobility of students, are not benefit for cultural exchanges and the development of international education [4].

C. Increasing Sino-foreign Cooperation Education Program

Because there is no strong government support like universities, the campus area of some independent colleges is too small, the campus class and conditions is relatively poor, faculty is insufficient, all of these will definitely affect the school's overall image, thus has impact on social identity and admissions. International cooperation can not only provide opportunities for students to study abroad and internship in the enterprises, but also provide superior conditions to learn and practice, which widen the students' international vision. In addition, it can also use the current form to actively explore education cooperation and exchanges with countries along the Silk Road. This is not only detrimental to the national reconstruction of the "Silk Road", but also benefit to the overall development of the internationalization of private colleges [4].

IV. THE RESEARCH ON THE INTERNATIONAL EDUCATION STRATEGY OF THE INDEPENDENT COLLEGE

A. Strengthen the Education Internationalization Features

It's essential to actively explore the connotation of overseas classroom and build a special international running program. If there has no characteristic major and students who are special at school, there will be no competitiveness in enrollment and employment. Through internationalization, through setting up majors with special features, introducing advanced teaching ideas, teaching methods and teaching equipment, all of those will enhance the characteristics of the

our college, and improve the level of attraction to potential students.

B. Developing an International Talent Training Program and an International Teaching System

There should have special scientific curriculum system Settings and the talent training scheme for education internationalization [5]. The implementation basis of international education is an international talent training program, and international training programs are mainly supported by different courses. Therefore, in order to truly integrate international education into the whole process of personnel training, we must integrate the concept of international education into all aspects of personnel training and various curriculum systems, deepen the personnel training mode and education and teaching reform, and integrate international education into the Education innovation and reform. In order to achieve the goal of internationalized personnel training, we must construct an international curriculum system and introduce internationalized teaching contents. By referring to the successful cases both at home and abroad, teaching is combined with professional characteristics and practical skills.

C. The Internationalization of Faculty and Students

To carry out the international education, there should have an international faculty [6]. In terms of employing foreign teachers, professional foreign teachers should not be restricted. In recruiting foreign teachers, it will include professional foreign teachers and should not be limited to foreign language teachers. In terms of its own teacher training, it is necessary to set out to meet the needs of internationalization by arranging some young teachers to learn professional knowledge and teaching methods from foreign experts with high level of experience, good reputation and good reputation, collect lectures of foreign experts in a targeted manner, summarize the teaching mode, update the faculty content of the faculty, and strengthen the curriculum construction. At the same time, schools should strengthen Chinese teachers' foreign language communication training and systematically select teachers to study abroad, study abroad and conduct cooperative research. The exchange of teachers should also be strengthened at the same time as the exchange of students. The enrollment of short-term students, long-term students and exchange students in private universities not only helps open up the international education market, increase tuition and miscellaneous fees, but also diversifies and internationalizes exchange among students. Help to improve the running school and social reputation of private colleges and universities.

D. School-school and Enterprise-school Cooperation in the Internationalization

1) *Strengthening the cooperation between schools, and creating special education projects for independent colleges:* The Independent colleges and universities is unfair to compare with public colleges and universities due to the

scientific research ability, so it should be characterized by the application of technical and vocational goals, and strengthen cooperation with foreign vocational school, develop joint training, short-term foreign internship and training program, introduced advanced vocational training concept, curriculum setting, teaching method and practice training mode of foreign universities.

2) *Carry out paid internship projects colleges:* Independent colleges should actively expand channel of internship and employment, which establish cooperative relations and jointly train technical personnel with foreign enterprises. On the one hand, it can not only enlarge the influence of school but also further widen the employment channel of students. On the other hand, private colleges adopt the form of cooperation with foreign enterprises or domestic foreign funded enterprises, the introduction of advanced teaching equipment and training methods to train international talents and deliver them directly to these enterprises, in addition, they can win the support of running funds and equipment.

3) *Expanding various ways cooperative education:* Independent colleges should learn from successful experience of domestic and foreign well known-colleges and universities combining with their developing experience. For example, under the development of the "Belt and Road" Policy independent colleges should strengthen cooperation with countries along the Silk Road on education, actively progress the cooperation and Communication among countries along the Silk Road, educational institutions, scientific institutions and famous enterprises, and make efforts to promote the project, so as to expand ways to the international space for education and foreign cooperative education.

V. CONCLUSION

Under the background of globalization of economy and internationalization of talent demand, it is a way of sustainable development for independent colleges to take the path of internationalized running schools. At present, the independent colleges studied have made some progress in the internationalization of running schools, but the depth and breadth are far from enough. According to the actual situation of the independent college studied, the article puts forward the internationalized strategy of running a school. Of course, these tactics should be properly adjusted according to the actual situation during the actual operation.

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