

Comments on the Characteristics of Running Private Undergraduate Colleges and Universities in Shaanxi Province

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Abstract. By using the method of big data induction, this paper analyzes the education and teaching data of nine private undergraduate universities in Shaanxi in recent three years, and obtains their respective running characteristics, advantages and shortcomings in common, which can provide a reference for the development of the nine universities.

Keywords: Private; Undergraduate Colleges and Universities; Characteristics; Advantages.

1. Foreword

Since China began its reform and opening up in the 1980s, private colleges and universities have emerged as the times require. Private undergraduate education in shaanxi province has played a pivotal role in the development history of private higher education in China. Since xi 'an peihua university resumed its undergraduate program in 2003, private undergraduate colleges in shaanxi have been in a leading position in various provinces and cities in China for many years. When there were only 25 private undergraduate colleges and universities in the country in 2005, there were 5 in shaanxi, accounting for 20% of the national total, ranking first. Until July 2018, there are nine private undergraduate colleges and universities in Shaanxi Province, including Xi'an Peihua University, Xi'an Fanyi University, Xi'an International University, Eurasia University in Xi'an, Xijing University, Xi'an Siyuan University, Shaanxi Institute of International Trade and Commerce, Shaanxi Fashion Engineering University and Xi'an Traffic Engineering Institute.

In the years of educational practice, shaanxi private undergraduate colleges and universities have paid attention to the social needs and combined with the characteristics of the school, accurately positioned, strengthened the construction of disciplines, professional, teaching materials and teacher staff, and built a number of undergraduate majors with distinctive characteristics, and gradually form their own school-running characteristics in different fields and professional direction[1]. Therefore, analyzing and studying their educational strength, characteristics and advantages is of great significance to comprehensively understand the current situation of shaanxi private higher education and accurately grasp the development direction of shaanxi private higher education.

2. Nine Schools Characteristic Target Analogy

As application-oriented talents training colleges and universities, the service orientation of the nine private undergraduate colleges and universities in shaanxi province is basically based in shaanxi province, serving regional economic and social development as its mission, facing the west and the grass-roots level, and serving the Belt and Road Initiatives. Some colleges and universities embody their own characteristics. For example, Xi'an International University mainly engaged in economic and trade circulation, cultural media, medical care, smart manufacturing and other industries; Eurasia University in Xi'an is mainly oriented to the service industry and international exchanges and cooperation; Xi'an Traffic Engineering Institute is mainly aimed at the rail transit industry.

In terms of personnel training objectives, Xi'an Peihua University highlights high-quality applied technical professionals who can engage in practical work in production, management, service, design, creativity, entrepreneurship, education, training and consulting at the grassroots level; Xi'an International University attaches great importance to the development of students' individuality, cultivating people with dedication, gratitude and dedication; Eurasia University in Xi'an cultivates

high quality applied talents with morality, will thinking, expression and strong practical ability; Shaanxi Institute of International Trade and Commerce, Shaanxi Fashion Engineering University and Xi'an Traffic Engineering Institute have basically the same goal of talent cultivation, which is to cultivate "application-oriented talents with excellent ideology and morality, solid professional foundation, strong practical ability, high comprehensive quality, fast vocational adaption, innovative spirit and social responsibility".

In terms of school orientation and development goals, Xi'an Fanyi University insists on not making profit. Xi'an International University implements complete credit system, "college + academy" student education management model and general education system with Chinese traditional culture as the core. Xi'an Traffic Engineering Institute has put forward to build a first-class century-old private university with prominent advantages, as well as distinctive characteristics. See Table 1 for details [2].

Table 1. Expressions of the characteristics of running a school in nine colleges and universities.

Undergraduate Colleges and Universities	Talent Training Objectives	Orientation and Development Goals	It's First-class Construction College in shaanxi?
Xi'an Peihua University	To cultivate high-quality applied technical talents who has strong sense of social responsibility, solid professional knowledge, strong practical ability, good professional quality and distinctive personality characteristics, and is good at learning, innovative, diligent in practice and pioneering, and who can engage in production, management, service, design, creativity, entrepreneurship, education, training and consultation at the grass-roots level in practical work.	Developing a school into a moderate scale, discipline structure optimization, advanced management system, excellent teaching quality, efficiency significantly, advantage prominent features, strong comprehensive strength, higher social reputation. Striving to rank among the advanced domestic in the similar colleges and universities, and building a first-class private university with distinctive characteristic of "local, applied and internationalized" which enjoys a certain popularity in China.	Yes
Xi'an Fanyi University	Cultivate applied talents with certain sense of innovative consciousness and entrepreneurial employment ability	Adhering to the XFU spirit of "Dare to be the first, selfless dedication, love to be like a child and virtue"; actively practice the concept of "high education"; adhere to the "social public welfare direction for profit-making purposes"; Continuously innovate the training mode of compound applied talents of "foreign language + professional + modern skills" and "professional + foreign	Yes

		language + modern skills", and :completely closed and militarized" student management model. Take the "double first-class" construction and its local demonstration role as a first-class private university construction.	
Xi'an International University	<p>Adhering to the school motto of "multi-collection, self-improvement and innovation", carry forward the school spirit of "love, dedication, thanksgiving and dedication", highlight the characteristics of running the school, pay attention to the individual development of students.</p> <p>For the industries of economic and trade circulation, cultural media, health care, and smart manufacturing, cultivating application-orient -ed talents with dedication, dedication and dedication.</p>	<p>Highlight the characteristics of education internationalization, and build a quality assurance system of introspection, self-discipline, self-examination and self-correction; and focus on moral education, innovation and entrepreneurship education, international education and practice ability. Through the implementation of credit system completely, "college + college student education management model and Chinese traditional culture as the core of the system of general education, comprehensively improve education quality of education and teaching, and run high level of university that are satisfied by the country, students' parents, society, and teaching staff.</p>	Yes
Eurasia University in Xi'an	<p>Build a personnel training system for industry-university-research cooperation, and orienting to the industry and local economy, cultivated high-quality application-oriented personnel with high morality, thinking ability, expression ability and strong practical ability.</p>	<p>An application-oriented undergraduate university characterized by the educational concept of "internationalization, application and new experience "is a professional system with management and economics as the main subjects and the coordinated development of arts, literature, education, engineering and science.</p>	Yes

<p>Xijing University,</p>	<p>Cultivate front-line engineers or application-oriented talents in the industry who have sound personality, solid basic knowledge, strong professional practice ability and courage to create new things, and can be able to engage in practical work of the major and solve certain complex problems.</p>	<p>Adhere to the cultivation of virtue, to the application of personnel training as the main task. With the goal of innovation-driven technology development, engineering research, and advanced technology transfer, we strive to become the regional and industrial science and technology service base, technology innovation base, talent training base, innovation and entrepreneurship base.</p>	<p>Yes</p>
<p>Xi'an Siyuan University</p>	<p>Cultivate the innovative, compound and applied talents with the spirit of innovation and practical ability for all-round development of morality, intelligence, physical fitness, beauty and labor, as well as for production, construction, service and management.</p>	<p>Actively serve the local economic and social development, and establish a discipline and professional system that integrates engineering, literature, economics, management, education, art, medicine and other multidisciplinary. And build a high-level, application-oriented private universities with distinctive features and well-coordinated development of multiple disciplines.</p>	<p>No</p>
<p>Shaanxi Institute of International Trade and Commerce,</p>	<p>Cultivate applied talents that can adapt to local economic, social development and the needs of industry, and can be oriented to the grassroots and enterprise production and management line, sound, physical and mental harmony, solid professional foundation, strong practical ability, innovative spirit and entrepreneurial ability.</p>	<p>Adhere to the construction of "local, application-oriented, and distinctive" application-oriented universities with reasonable academic structure , distinctive characteristics, high quality of personnel training and high degree of internationalization, which have certain impact in domestic private universities.</p>	<p>No</p>
<p>Shaanxi Fashion Engineering University</p>	<p>To cultivate high-level applied professionals with comprehensive development of morality, intelligence, physique and aesthetics, good professional foundation, strong practical ability, high comprehensive</p>	<p>Implementing the strategy of strengthening the school with talents and innovating the school, taking education as the center, taking the road of deep integration of production and education, and constantly improve the quality of application-oriented</p>	<p>No</p>

	quality, innovative spirit and professional quality.	personnel training.	
Xi'an Traffic Engineering Institute	Cultivate "application-oriented talents with excellent ideology and morality, solid professional foundation, strong practical ability, high comprehensive quality, rapid professional adaptation, innovative spirit and social responsibility.	Building a century-old first-class private university with prominent advantages and distinctive features. Making the school an important base for local economic construction and social development, especially for the training of application-oriented talents in the rail transit industry.	No

3. Current Situation and Comprehensive Strength of Nine Schools

3.1 School Scale and Student-teacher Ratio

Table 2 lists the scale of schooling and the ratio of students to teachers in the nine universities. The data are derived from the quality reports of the undergraduate teaching in the 2017-2018 academic year of each university (data deadline: July 2018, the same below).

As can be seen from Table 2, the number of students in all the colleges and universities except Xi'an Traffic Engineering Institute is more than 10,000. The largest number of students is Xi'an Peihua University, with 21,242 people. Xi'an Peihua University also has the largest number of undergraduates, with 15,308 students. The lowest students-teachers ratio is Xijing University, which is 17.48:1.

Table 2. School scale and Student-teacher Ratio of Nine Universities.

Comparison Undergraduate Colleges and Universities	Number of Full-time Teachers	Number of Part-time Teachers	Full-time Student Scale	Undergraduate	Student to Teacher Ratio
Xi'an Peihua University	1068	252	21242	15308	17.98
Xi'an Fanyi University	971	6	19684	12354	20.23
Xi'an International University	1120	130	20612	12645	17.6
Eurasia University in Xi'an	946	337	20005	11677	18
Xijing University	1133	92	20498	11867	17.48
Xi'an Siyuan University	806	178	15006	8226	17.50
Shaanxi Institute of International Trade and Commerce	690	94	14199	8370	22.82
Shaanxi Fashion Engineering University	529	88	10056	4855	17.55
Xi'an Traffic Engineering Institute	411	0	7017	3077	18.34

3.2 Subject Scale and Level

The disciplines of the nine universities cover 10 disciplines, including economics, law, education, literature, agriculture, science, engineering, medicine, management and art, accounting for 77% of the 13 disciplines stipulated by the state. The nine colleges and universities focus on five major disciplines of management, engineering, literature, art and economics.

In September 2017, the education department of shaanxi province announced the results of the selection of "first-class majors" in shaanxi universities, and "first-class professional" in private undergraduate universities accounted for 6% of the "first-class professional" projects in shaanxi province. In February 2018, the education department of shaanxi province designated six universities (including one vocational college) as first-class private university construction units, including Xijing University, Xi'an Peihua universitys, Xi'an Fanyi University, Xi'an International University and Eurasia University in Xi'an. See Table 3 for details.

Table 3. Scale and level of disciplines in nine universities.

Undergraduate Colleges and Universitie	Undergraduate Major	Number of Undergraduate Majors by Subject Category										Provinci al First-class Construction (Cultivat ion) Professional Number	Provincial First-class Constructi on (Cultivat ion) Number of Majors / Undergra duate Majors
		Econo mic	La w	Educat ion	LiteRat ure	Agron omy	Scie nce	Enginee ring	A rt	Medic ine	Manage ment		
Xi'an Peihua University	43	3	1	1	8	0	2	10	8	0	10	1(3)	0.093
Xi'an Fanyi University	37	0	1	1	13	0	2	4	6	0	10	1(4)	0.135
Xi'an International University	41	2	0	1	10	1	0	7	7	3	10	1(3)	0.098
Eurasia University in Xi'an	38	4	0	4	4	0	1	7	3	0	15	1(3)	0.105
Xijing University,	36	1	0	0	4	0	2	11	5	2	11	1(5)	0.167
Xi'an Siyuan University	34	2	1	3	5	0	0	12	3	1	7	(4)	0.118
Shaanxi Institute of International Trade and Commerce	32	4	0	1	4	0	0	4	7	3	9	(3)	0.094
Shaanxi Fashion Engineering University	22	1	0	1	0	0	0	9	5		6	(2)	0.091
Xi'an Traffic Engineering Instrtute	15	0	0	0	0	0	0	10	1		4	(1)	0.067
total	298	17	3	12	48	1	7	74	45	9	82	5(25)	0.101

3.3 Faculty

The faculty is a weak item in private universities. Many schools do not clearly state the construction of the faculty in the undergraduate teaching quality report for the 2017-2018 school year. Table 4 reflects the situation of the faculty of the nine universities in the 2017-2018 school year.

Table 4. Faculty in nine universities.

Undergraduate Colleges and Universities	Xi'an Peihua University	Xi'an Fanyi University	Xi'an International University	Eurasia University in Xi'an	Xijing University	Xi'an Siyuan University	Shaanxi Institute of International Trade and Commerce,	Shaanxi Fashion Engineering University	Xi'an Traffic Engineering Institute
Percentage of full-time teachers with senior professional titles (%)	42.42	32.54	42.67	31.18	37.86	41.32	26.81	47.26	25.30
Percentage of full-time teachers with postgraduate (master's and doctoral) qualifications (%)	62.82	67.35	73.30	-	87.29	63.15	68.41	59.17	61.31
Two-teacher ratio among full-time teachers (%)	47.56	12.46	-	-	-	15.01	-	-	-

3.4 School Resources

Table 5 reflects the resources of the nine universities. It can be seen from the data in the table that the largest campus area is Xi'an Fanyi University, with a total area of 2,417.54 acres, and the students cover an average area of 72.73 square meters. The largest area for teaching administrative building is Xijing University. And the highest daily average operating expenses for student is also Xijing University, with an average of 5052.82 yuan per student, which is far greater than the national standard that each student is greater than or equal to 1200 yuan. Xijing University's average equipment value is also the highest, for 9900 yuan per student. The largest collection of paper books in the library is Xi'an Fanyi University, with 2,302,400 volumes. More than 2 million paper books are also Xi'an Peihua University and Eurasia University in Xi'an. The largest collection of e-books is Xijing University, with 2,403,200 volumes. The college with the highest reporting rate of new students is Xi'an Peihua University, with a registration rate of 95.51%. See Table 5 for details.

Table 5. Comparison of school resources in nine colleges and universities.

Undergraduate Colleges and University	Land Area		Teaching Administration Space		Investment in Teaching Expenses(yuan)		Library				Source Quality	
	Campus Area(million M ²)	students cover An average area(M ²)	Total Area (million m ²)	Students Cover An average Area (M ²)	Daily Average Operating Expenses for Student	Average Teaching Equipment Value	Area(million m ²)	Paper Collection(million, copies)	Electronic Collection(million, copies)	Per capita Paper Collection(book / person)	Admission Rate(%)	Reporting Rate(%)
Xi'an Peihua University	130.00	61.20	31.52	14.68	1840.71	7155.64	2.60	216.86	170.70	101	100	95.51
Xi'an Fanyi University	143.17	72.73	18.59	9.44	2341.00	9300.00	2.53	232.04	184.81	117.74	99.94	94.36
Xi'an International University	126.42	61.32	29.51	14.32	1991.80	6427.78	-	175.23	115.73	85.01	100	88.89
Eurasia University in Xi'an	66.14	33.06	24.63	12.31	-	7800.00	1.57	212.50	187.50	106.22	100	90.17
Xijing University	92.73	45.24	36.19	17.66	5052.82	9900.00	3.49	182.37	240.32	88.97	100	91.81
Xi'an Siyuan University	103.90	69.24	25.68	17.11	1953.89	8108.67	2.07	133.78	140.00	85.40	100	93.10
Shaanxi Institute of International Trade and Commerce,	75.29	53.02	19.90	14.00	1783.74	8268.00	-	121.11	-	82.59	100	91.30
Shaanxi Fashion Engineering University	68.90	68.52	18.69	18.59	1592.07	6700.00	-	90.81	100.74	90.30	-	-
Xi'an Traffic Engineering Institute	41.53	59.19	12.22	17.41	1923.02	7365.00	2.18	62.00	66.00	80.50	100	93.00

4. Analysis of the School Characteristics and Advantages of the Nine Schools

Based on a comprehensive analysis of the above data and related facts, it can be considered that the nine private undergraduate colleges and universities in Shaanxi represent the level of private higher education in Shaanxi to a certain extent. They have formed their own advantages and characteristics in the practice of undergraduate education for more than ten years.

1) Xijing University

Xijing University was founded in 1994 and was approved as an undergraduate college in. Its overall strength is very strong. It is the first private university in China to pass the undergraduate qualification assessment of the Ministry of Education and it is also one of the first five private universities in China to receive the qualifications for postgraduate degree training for master's degree. It also has been approved as a national and provincial specialty. Among the faculty, the proportion of masters and doctors is high, and the scientific research strength is strong and the academic reputation is high. The strength of the engineering science group is top-notch in China's private universities, and the quality of students is excellent. The school adheres to the motto of "Sincerity, Health, Prosperity and Ability", and establishes a university with "mission, vision, and wisdom" as its own responsibility, and cultivates first-line engineers or industry-applied talents who are brave in innovation, and can engage in practical work in this profession and solve certain complex problems. Graduates are more pragmatic and have a greater social impact.

2) Xi'an Peihua University, Xi'an Fanyi University, Xi'an International University, Eurasia University in Xi'an

Xi'an Peihua University is the earliest private undergraduate university established in western China. It has a rich cultural heritage and has the tradition and characteristics of female education and vocational education. The school's philosophy is "people-oriented and morality first", and the Peihua spirit of "science, democracy, freedom, public, innovation" has a deeper impact on students. The school has a strong accounting major and has jointly graduated with universities such as Northwest University.

Xi'an Fanyi University was founded by Mr. Ding Zuyi, a pioneer of private universities in China and a contemporary outstanding educator. He was once a household name in China. The establishment of Xi'an Fanyi University promoted the rapid development of private universities in China. The combination applied talent training mode of "foreign language + professional + modern skills" and "professional + foreign language + modern skills" and student management model of "closed completely and militarized" are unique features. The graduates have high foreign language proficiency, strong comprehensive ability, professionalism and innovative consciousness, who are welcomed by employers.

Xi'an International University advocates a successful experience, emphasizes individuality development, pays attention to characteristic education, and releases students' potential. The school implements the education model of "all-personnel, all-process, all-aspects". As a representative of the development model of private higher education in China, it was selected as a teaching case of Harvard Business School. Its outstanding features are international education and innovation entrepreneurship education, and business management majors are better.

Eurasia University in Xi'an is the commercial pilot of private universities in China. It ranked first in the China's Alumni Association Network "China Finance and Economics Private University Rankings" for six consecutive years. The school focuses on cultivating students' critical thinking, expression and thinking skills, lifelong learning ability, and advocating the "student-centered" teaching model to guide students to actively learn. Recruiting leaders from all walks of life and some teachers with overseas academic background or experience to open a new world for students and cooperating with world-renowned universities and enterprises to expand their international horizons. Its vision is to become China's most respected private university with strong economic management expertise.

The common characteristics of the above four schools are that the liberal arts are strong and the foundation of science and engineering is solid, and the academic study is strict. Ranked among the top private universities in China.

3) Xi'an Siyuan University, Xi'an Traffic Engineering Institute

Xi'an Siyuan University is the first private university in Shaanxi Province to be approved to recruit students from Hong Kong, Macao and Taiwan. It has a counterpart relationship with Xi'an Jiaotong University. It is deeply influenced by Xi'an Jiaotong University in terms of faculty and professional construction, and is mainly inclined to engineering. The school inherits the tradition of "excellent study, and inspirational motivation" of the 100-year-old Jiaotong University. With the school motto of "drinking water and thinking, self-improvement", a postgraduate joint training teacher workstation has been established. At the same time, the school is also a sports strong school.

Xi'an Traffic Engineering Institute is the only ordinary undergraduate college in Shaanxi Province that is mainly engaged in rail transit. It is promoted to undergraduate at the latest. However, the specialty set up by the school meets the urgent needs of the development of the contemporary Chinese rail transit industry. The employment rate and employment quality of graduates are very good, so students are highly motivated to apply for the exam. The school adheres to the training mentality of "cultivating people-oriented, theory-based, practice-oriented, and ability-oriented", and pays attention to the cultivation of students' hands-on ability. The graduates adapt to the positions quickly, and are highly praised by employers.

4) Shaanxi Institute of International Trade and Commerce, Shaanxi Fashion Engineering University

Shaanxi Institute of International Trade and Commerce is a commercial and medicine-based undergraduate college organized by Buchang Pharmaceutical Group. The pharmacy specialty is unique in Shaanxi Province. The school has fully exerted the characteristics of "enterprise running school, collaborating education, and strengthening business to create medicine", and the graduates have obvious employment advantages. The school has been approved for joint training of demonstration units.

Shaanxi Fashion Engineering University is the only university in China with the master of Chinese studies, Ji Xianlin National College (Ji Xianlin Memorial Hall, Academic Research Center, Institute of Chinese Studies, National Service Research Institute, Institute of Chinese Painting, Institute of Chinese Medicine, Black Pottery Research Institute, etc.). There are certain advantages in Chinese education, and fashion design and engineering are its biggest feature. The school's motto is "Perseverance makes the best man."

5. Conclusion

In short, the nine private undergraduate colleges and universities in Shaanxi have different advantages. However, compared with the top universities in China, there is still a long way to go. Only by achieving the leap from the concept of running a school and the idea of running a school to a development strategy, the internal management system to the operational mechanism, and constantly following the ideas of advancing with the times, reforming and innovating, consolidating existing advantages, actively exploring, and forming and developing new features, these institutions can rank among the top universities in China.

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