

# Strategies for Integration of Undergraduate Specialty Setting in Shaanxi Universities and Regional Social Development

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**Abstract.** In recent years, Shaanxi has been one of the fastest growing regions in China. Under the guidance of industrial structure theory, this paper deeply analyses the present situation of industrial structure in Shaanxi Province, clarifies the future adjustment trend of industrial structure, studies industrial demand and determines the direction of talent service. From the perspective of industrial structure, this paper first analyses its current situation, then analyses the current situation of undergraduate specialty setting in Shaanxi universities, and finally puts forward the development countermeasures of undergraduate specialty setting in Shaanxi Universities Serving Regional Economy and society.

**Keywords:** integration of industry and education, private colleges, Higher Vocational Education.

## 1. Present Situation of Industrial Structure in Shaanxi Province

Shaanxi has a special geographical location and abundant natural resources. For an underdeveloped area like Shaanxi, which is located in the hinterland of the economy, the national policy planning and strategic support are very important to the economic development of Shaanxi Province. How to make scientific and rational use of the development opportunities and space brought by the "Belt and Road", how to break through the bottleneck of industrial economic development and how to realize the industrial structure in Shaanxi Province? Successful transformation is the top priority of Shaanxi's development planning.

Industrial supply capacity is the basic condition of social and economic development. From Table 1, we can see that the proportion of three industries in GDP in Shaanxi Province has evolved from 30.5:52.0:17.5 in 1978 to 8.8:51.5:39.7 in 2015. The primary industry has declined by 21.7 percentage points, the secondary industry by 0.5 percentage points and the tertiary industry by 22.2 percentage points. From the perspective of the three industrial structure evolution processes, the proportion of service industry has been increasing, and the situation of industry excellence has improved, but the secondary industry is still the pillar industry to promote economic growth in Shaanxi. In the first four years of the Twelfth Five-Year Plan, the growth rate of the tertiary industry in Shaanxi has been lower than that of GDP. In 2015, the growth rate of the tertiary industry began to increase by 1.6 percentage points. In 2015, the added value of the tertiary industry accounted for 39.7% of GDP, which was 2.7 percentage points higher than that in 2014, the highest since 2004. With the gradual implementation of some opinions on accelerating the development of service industry and the increasing proportion of service industry, Shaanxi's industrial structure will gradually realize the "321" pattern.

**Table 1. Shaanxi GDP Industry Composition Table 1978-2015**

Particular year	Industry		
	Primary industry	The secondary industry	The service sector; the tertiary industry
1978	30.5	52	17.5
1985	29.5	44.7	25.8
1990	26.1	38.9	35
1995	22.7	40.6	36.7
2000	16.8	44.1	39.1
2005	11.5	51.6	36.9
2006	10.8	53.9	35.3
2007	10.8	54.3	34.9
2008	11	56.1	32.9
2009	9.7	51.8	38.5
2010	9.8	53.8	36.4
2011	9.8	55.4	34.8
2012	9.5	55.8	34.7
2013	9	55	36
2014	8.8	54.1	37.1
2015	8.8	51.5	39.7

Source: Calculated and collated according to Shaanxi Statistical Yearbook over the years.

Firstly, the transformation of the primary industry focuses on solving the problems of agriculture, countryside and farmers. As a big agricultural country, the problems of agriculture, rural areas and farmers are related to national quality, social stability, national prosperity and economic development. In order to cope with the problems of agriculture, the provincial government should focus on agricultural industrialization, new agricultural industrialization and rural urbanization, and vigorously advocate them. Agricultural service should be guided. For example, for product R&D projects in traditional industries, we should improve the ability of independent technological innovation and product upgrading, set up high-tech R&D industrial parks and industrial parks, and realize the transformation of traditional industries to tertiary industries (high-tech industries). Secondly, the industrial sector not only provides raw materials, fuel and power for itself, but also for other sectors, which shows that the development of industry, primary and tertiary industries are mutually complementary and mutually dynamic. Finally, we should stabilize and improve the tertiary industry, encourage and support the transformation of scientific and technological achievements with high-tech content, market prospects and economic benefits, expand the proportion of employment in the tertiary industry and adjust the distribution structure of labor force employment; take the adjustment of primary and secondary industries to the tertiary industry as the main line, and make full use of the development cooperation level with East Asian countries. Taiwan has become a new strategic highland for leading and driving the "one belt and one way" development.

## 2. The Current Situation of Undergraduate Specialty Setting in Shaanxi Universities

The blindness of specialty setting and optimization is serious. It is a very serious matter for colleges and universities to separate specialty setting and adjustment from industrial structure adjustment, which is related to the allocation and development of their own resources. But at present, the specialty settings in Colleges and universities are very random and blind, and the specialty settings and adjustments are relatively hasty. First of all, there are many blind pursuits of specialty settings in Colleges and universities, and they all hope that the specialty will be as complete as possible. Secondly, the conditions of running a university are different. Many universities are still based on their own resources when setting up and adjusting their majors. However, the establishment of some

specialties does not suit the universities themselves. Even if the specialties needed by the industrial structure are established and optimized, they can not meet the requirements of professional talents training. Finally, the setting of specialties in local universities lacks scientific setting and guidance. When setting and adjusting a specialty, there is no rigorous market demand research, no scientific demonstration and neglect of the market-oriented role, which makes the optimization of specialty structure in Colleges and universities disconnected from economic and social development, or even deviate from each other.

In general, the historical, cultural and hardware conditions among colleges and universities are not the same. It is reasonable to set up corresponding professional disciplines according to their own conditions. However, in recent years, there has been a lack of rational layout and blind comparison in the professional settings of local applied universities. Phenomenon. At the same time, the number of majors has increased dramatically. Especially the Local Application-oriented Undergraduate Colleges and universities excessively pursue the speed of development and set up new majors, which results in the serious shortage of teachers, books and materials, experimental equipment, training bases and other ratios, and hinders the training and development of relevant professionals. In addition, different universities have different conditions and should rely on their own resources to develop their own characteristics. However, there are some deviations in the development direction and orientation of some universities, lack of forward-looking consciousness, greed for perfection in specialty setting and optimization, and serious imitation of well-known universities, which leads to the similarity of specialty settings in Colleges and universities across the country. Gao, local colleges and universities do not reflect their own distinct professional characteristics.

### **3. The Development Strategies of Undergraduate Specialty Setting in Shaanxi Universities to Serve Regional Economy and Society**

#### **3.1 Industry-based School-running Transition**

There are many problems in undergraduate colleges and universities, such as vague orientation, limited resources, limited ability and level of serving local areas. If we continue to orientate school-running according to the proportion of traditional teaching and scientific research, then the function of "serving the local" can not be really realized. In the final analysis, the service of colleges and universities to local areas is the implementation of personnel training to specific industries, through the training of specific professionals to serve local areas. Therefore, Shaanxi ordinary undergraduate colleges, especially private undergraduate colleges, must be aware of the service orientation of this type of industry, and then strengthen the quality and quantity of talent training in the industry to adapt to the structural changes of talent demand in the modern industrial system.

#### **3.2 Constructing Professional Gradient Structure**

According to the demand of talents in various industries, we should break through the traditional curriculum system consisting of public basic courses, professional basic courses and professional courses, and construct a gradient structure of specialty with hierarchical teaching as the main task. That is to say, we should master the basic knowledge and ability of the profession as the main task, and we should master the knowledge and ability of the specific fields of the profession as the main task. The system of professional quality development and the system of professional compound cultivation, which mainly focuses on mastering the knowledge and ability of cross-domain and multi-disciplinary industries.

These three systems are not independent of each other, but present a "pyramid" gradient structure. The teaching system of professional theory is compulsory and the bottom part of the pyramid, which mainly trains primary technical personnel; the professional quality development system is compulsory for intermediate and advanced technical personnel, and is the middle part of the pyramid, which mainly trains intermediate technical personnel; the top part of the pyramid is the professional compound training system, which trains senior technical personnel. A compulsory course. Among

them, non-compulsory professional curriculum system are arranged as elective courses. In this way, the level of talents trained by colleges and universities is distinct, and they can perform their duties and give full play to their own advantages when they go to enterprises. This is more conducive to the optimal allocation of human resources, avoiding employment problems such as "big talent, small use", "high or low" and so on.

### 3.3 Overall Planning of Professional Settings

At present, the professional distribution of universities in Shaanxi Province is quite different from the industrial pattern, and there is a huge gap with the future modern industrial system. Strengthen macro-control of discipline and specialty and forecast of social talent demand. Specialty setting and Optimization in Colleges and universities should be adapted to industrial structure. However, local industrial structure is a process of constant change, with rapid change and relatively obvious trend. When setting up and adjusting related majors, colleges and universities should pay attention to the demand for relevant talents in the industrial structure at the present stage. They should also have a long-term vision to forecast the demand for talents arising from the changing trend of industrial structure. They should have a certain foresight in setting up and adjusting their majors so as to ensure the supply of professional talents and the adjustment of industrial structure. In a state of dynamic balance, we should promote the effective integration of social resources and University resources, and enhance the positive effect of specialty setting and optimizing behavior.

### 3.4 Highlighting Professional Characteristics

In the process of specialty setting and adjustment, Local Application-oriented Undergraduate Colleges and universities should pay attention to specialty setting and adjustment. They should work hard on strong and characteristic specialties to form their own schools according to their own details, resources and school-running conditions. It also provides talent support for a certain industry in the industrial structure and maximizes the effectiveness of the specialties set up by colleges and universities.

### 3.5 Follow the Principle of Sustainable Development

The establishment of a long-term mechanism for professional adjustment, economic structure, industrial structure change and upgrading is very fast, and the demand for professional talents is also changing rapidly. Colleges and universities should be forward-looking when setting up their majors. They should also pay attention to maintaining a balance with the adjustment of social structure when adjusting their majors. They should not set up a certain specialty because of the needs of a certain industry, but cancel the specialty because of the saturation of professionals in a short time. Dynamic and appropriate adjustment will make the professional level of colleges and universities meet the needs of the development of social industrial structure, and realize the win-win situation of the development of colleges and universities and social development.

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