

# Discussion on Construction and Development of National Characteristic Specialty in Applied Universities

Based on Process Approach

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**Abstract**—To strengthen the construction of characteristic specialty in colleges and universities has become one of the key contents for the reform in colleges and universities in China. Based on the process approach, this article analyzes the requirements of national characteristic specialty construction. Considering the construction and development practice of national characteristic specialty of financial management in Xuzhou Institute of Technology, the article proposes that it should adopt the process management method to improve the innovative consciousness for the construction and development of the financial management specialty, continuously improve the characteristic goal, drive professional talents training and achieve precision marketing and personalized service.

**Keywords**—national characteristic specialty; process approach; construction and development; continuous improvement

## I. INTRODUCTION

Under the background of popularization of higher education, in order to enhance the core competitiveness, it has been a must for applied undergraduate universities to form characteristic specialties with a high-degree integration of market demands, cultivate the applied specialty talents meeting the market demands. In recent years, the financial management specialty, due to higher demands, driven by interests, have developed rapidly in a confused manner. In such situation, if the construction of financial management specialty is not regarded seriously, its survival and development will remain undecided [1]. ISO9000 standards contain a series of quality management standards, currently more than 750,000 organizations in 161 countries or regions are using the framework of quality management standard, main educational institutions, which adopt the standard to improve the quality management, include Harvard University, Columbia University in the US, Dalian Maritime University, Shanghai Maritime University, Wuhan University of Technology and Shantou University in China, etc. [2] [3]. There are many literatures which have researched on the feasibility and application of ISO9000 to enhance the teaching quality colleges and universities, yet there are no any researches

Fund Project: Philosophy and Social Science Funds for Colleges and Universities in Jiangsu Province (2016SJD710112) Research on Innovation and Startup Carrier and Platform Construction in Colleges and Universities under Perspective of Practice and Education.

concerning the construction and development of characteristic specialty. The financial management specialty of Xuzhou Institute of Technology was approved by the Ministry of Education for the construction of characteristic specialty pilot for colleges and universities in 2009 [4], and it was granted the construction project of brand specialties in colleges and universities in Jiangsu Province, 2015.

Based on the process approach that ISO9000 advocate and the construction and development of national characteristic specialty of financial management of Xuzhou Institute of Technology, the article makes a further study on enhancing the specialty construction level, intensifying characteristics advantages and fully exerting the ability of serving the local economy.

## II. UNDERSTANDING THE IMPORTANCE OF CONSTRUCTION AND DEVELOPMENT OF CHARACTERISTIC SPECIALTY IN APPLIED UNIVERSITIES

Nowadays, facing challenges of internationalization and globalization, it is urgent to solve problems of industrial upgrading and structural adjustment in order for the economic development of China, and new requirements are put forward for fostering talents of financial management in order to build resource-saving and environment-friendly enterprises: those who are qualified financial management personnel shall not only be familiar with the techniques and methods of financial accounting and financial management procedures, owning skilled techniques in business, but also proficient in ways of financial management in strategy, equipped with a comprehensive capabilities in overall planning and operation [5]. The goal of applied financial management undergraduate is to foster applied senior talents who receive overall development in moral, intelligence, physical and aesthetics, meeting the demands of social development and market economy in the 21st century, with solid foundation, broad knowledge and comprehensive quality, owning knowledge and skills concerning financial management, relevant management, economics, law, accounting and finance, full of spirits of innovation and learning ability, and able to engage in finance and financial management in industrial and commercial enterprises, financial institutions, undertakings and

government departments [6]. Therefore, deepening the research on construction and development of characteristic financial management will be good to speed up the construction of financial management discipline, meeting the demands of job markets and satisfying employers with applied management talents [7]. The construction of the national characteristic specialty is one of the important contents of the "Undergraduate Teaching Quality and Teaching Reform in Colleges and Universities" organized and implemented by the Ministry of Education. National characteristic specialty refers to a specialty which has certain influences and fames in schooling conditions, construction level, teaching management mode, teaching reform achievements and talent training quality, and can drive and be a model for the construction and development of similar specialties in the country. The construction of the characteristic specialty is a breakthrough point for the development of applied universities and an important starting point to improve the education quality to serve the local economic development.

### III. PROCESS APPROACH IS AN IMPORTANT METHOD FOR THE CONSTRUCTION AND DEVELOPMENT OF THE CHARACTERISTIC SPECIALTY IN APPLIED UNIVERSITIES

Process approach refers to an application of a system of processes within an organization, together with the identification and interactions of these processes. The processes are managed as a system, by creating and understanding a network of the processes and their interactions, through the organization may achieve the results as expected in a high efficiency. The performance of an organization can be improved through the efficient control on the interrelation and interaction between the processes. Its advantages lie in the goal orientation and structural planning, which can not only guarantee the trans-functional activity efficiency but also embody the prevention-based principle, emphasizing to regard the risk management, knowledge management and continuous innovation in the application.

Principle of the process approach requires that the construction and development of characteristic specialty shall regard both results and processes, analyze the importance of various factors and links, provide targeted management measures, conduct overall supervision and monitoring on teaching staff, teaching facilities, costs distribution and use, course construction, class teaching, practice teaching, quality of graduates, feedback of employers and so on so as to realize a real-time, comprehensive and full-course monitoring. Through the implementation of PDCA cycle (refer to "Fig. 1"), that is, P-Plan, D-DO, C-Check, A-Act in order to overcome defects such as dogma, rigidness, nothingness, lack of innovation, etc; after rounds of continuous improvements in process, make continuous improvements on the construction and development level of characteristic specialty, keep never-ending self-control and monitoring to achieve overall control. A great number of experts and scholars at home and abroad have discussed the construction and development of higher education management and national characteristic specialties,

all have embodied the important management principle of process approach [10]-[21].

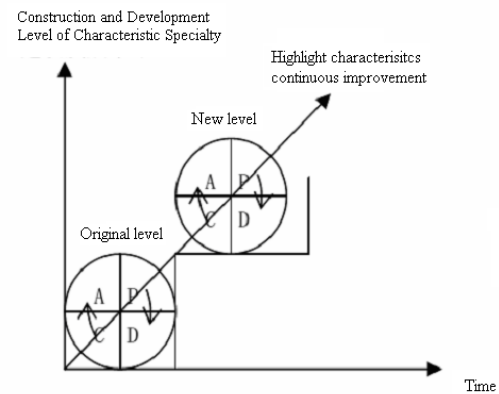


Fig. 1. PDCA cycle of construction and development of national characteristic specialty

### IV. THE CONSTRUCTION AND DEVELOPMENT PRACTICE OF NATIONAL CHARACTERISTIC SPECIALTY FINANCIAL MANAGEMENT IN PROCESS APPROACH-BASED UNIVERSITIES

#### A. Value Characteristic Design of Goals, Build Process Control Modules

The construction development goals of characteristic specialty shall be based on "clients' demands" and driven by "clients' satisfaction", and reconstruct the program of fostering talents of financial management through scientific positioning. The clients of higher education are wide and multi-level, including students, parents, employers, society, governments, etc. The direct clients are students; the ultimate clients are employers who are also the ultimate judge for the educational quality of universities. To "focus on clients" is to make sure of clients' demands, which is a base for the specialty; besides, it shall make full efforts to satisfy clients, which is a guarantee for the specialty development. The national characteristic specialty financial management should be driven by clients' demands and clients' satisfaction, establish new concepts of quality in education and teaching service, reconstruct the program of fostering talents of financial management through scientific positioning. According to the needs of local or regional economic construction and social development, grasp the requirements and expectations of the society and employers to graduate quality and specialty teaching, or which more attentions will be paid in fostering goals, course plan, course setting, and teaching contents, and establish teaching quality standards concerned so as to achieve the precision marketing and personalized service. Thus it can finally make the construction and development national characteristic specialty financial management be widely recognized by the society. "Fig. 2" shows the process approach-based ways for the construction and development of national characteristic specialty.

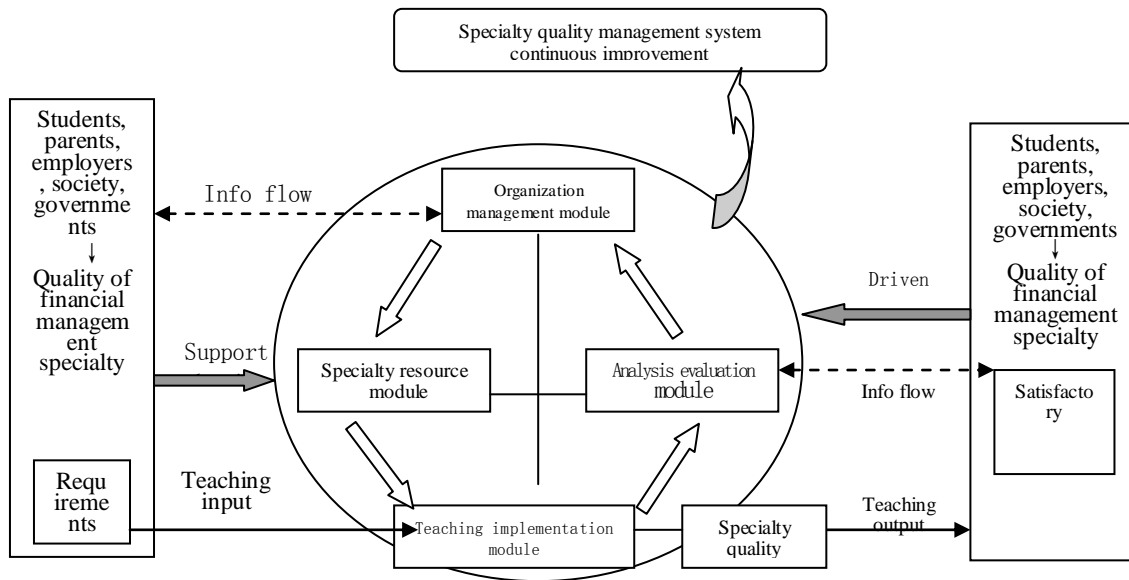


Fig. 2. The process approach-based ways for the construction and development of national characteristic specialty

**B. Grasp Four Process Modules, Make Continuous Improvement to Ensure Teaching Effect**

The process approach requires that it is necessary to attach great importance to the overall process goal design, emphasize the process and ensure the result, emphasize the factors and ensure the process, and it is a must for the construction and development of national characteristic specialty to clarify the goals, scientifically design the goal system concerned and decompose and distribute it to the links of teaching. As a management applied discipline, the financial management specialty takes the capabilities in practice and innovation as an important educational goal, which highlights the characteristic goals. Grasp the four process modules, mobilize the enthusiasm of all involved in the whole process control.

1) *Organization and management module*: Establish an effective organizational network of specialty development and construction, including universities, secondary colleges, teaching and research offices until each teacher, conduct layer by layer vertical and horizontal monitoring, university leaders make unified organization and coordination, keep vertical and horizontal connection, under the same goals with clear thinking. Organize strengths and even employers to carefully prepare manuals of quality guarantee of the specialty construction and development, teaching affair management systems, theoretical examination systems, practice training systems, textbook systems, teaching standards, teaching accident treatment, records of teaching affairs and teaching management, and the like, set up a set of management systems characterized of “systematic, perfect, scientific and standard”, and each teacher should well know about duties and power of their own, while maintaining information exchange and normal communications channels.

2) *Specialty resources module*: Including the construction of specialty faculty, specialty teaching facilities, teaching costs. Optimize faculty structure, strengthen to foster teachers’ capabilities in practice, encourage teachers to take a part time job, or take a temporary post if appropriate, create a “double-job” structure of teaching faculty and encourage teachers to engage in the study on horizontal topics with high application. Invite senior professionals with rich technical experience to instruct specialty practices. Continuously increase investment to specialty teaching facilities and specialty teaching according to the market changes, including classroom, simulation training room, off-campus practice base, library, books, textbooks, teaching instruments and apparatus, network resources and so on. Investor more funds to build good experimental platforms, purchase and develop practical financial management software concerned.

3) *Teaching implementation module*: Regulate the course system as per characteristics of specialty, focus on the goals of talent training, closely depend on the national policy support, grasp demands of enterprises as per regional economic development and industrial structure adjustment, make dynamic adjustments as the case may be, modify and improve theoretical courses, increase skills training, off-campus practice, modify and renew in time teaching plans and syllabus. The specialty course system shall avoid cross or repeated courses, and keep the courses concerned are connected and related. For example, the principle and the application should promote and complement each other. As a highly practical discipline, the financial management specialty shall select suitable and excellent textbooks to form a series of characteristic textbooks; during the teaching, teachers shall be prevented from teaching what the textbook says, and more methods should be adopted such as case teaching, interactive

teaching, heuristic teaching and flipped-classroom, allowing students to think and solve problems in reality.

4) *Analysis and evaluation improvement module*: The PDCA requires continuous measurement, analysis and improvement of the quality management capabilities in all aspects. And the measurement should be based on the perception of external clients' satisfaction, internal seamless review, assessment of all aspects in the teaching process, quality degree of students in knowledge and skills and so on, and keep the operation in a condition of control, effective and continuous improvement and upgrading. The analysis and evaluation improvement module for the specialty construction and development of financial management shall include a teaching quality monitoring system with external special evaluation and monitoring and internal teaching information monitoring and supervision monitoring, improve the quality control standards in teaching process such as lecture attendance, teaching evaluation, learning evaluation, practice and so on, and well do monitoring in exam, paper judging, graduate thesis instruction and practice. Specially analyze the capabilities of students in comprehension, problem-analyzing and problem-solving. Set up a teaching instruction committee or university-enterprise alliance consisting of experts for financial management, effectively monitor the whole process of talent training and the quality of graduates. Pay special attention the problems found during external evaluation, find reasons in time and take efficient measures for prevention, and keep continuous improvement as per the PDCA cycle.

#### C. *Highlight the Implementation of Practical Teaching Implementation Modules, Optimize Contents of Practical Teaching*

ISO9000 advocates to take clients' satisfaction as the drive, and whether the graduates of financial management specialty are qualified or not shall finally depend on the job markets and the clients' satisfaction of employers, therefore, it needs to grasp key links of key processes, highlight the practice teaching, perfect the specialty practice teaching system, optimize practice teaching contents, enrich practice teaching forms, innovate teaching methods, pay attention to the coordinated development of students' knowledge, ability and quality, and realize the seamless connection between talent training and demands of markets, society and business. Contents of practical teaching can correspond to the fostering goals of financial management specialty, professional skills shall be based practice and practicability, integrating practice teaching contents such as vestment practice teaching, financing practice teaching, capital operation practice teaching, cash flow management practice teaching and the like; as per the professional quality, foster professional quality, physical and psychological quality and innovative ideas of students through expansion training experience teaching, entrepreneurial innovation quality training and so on, and the post related quality such as steady in and devoted to work, goods at communication, hard-working, united and cooperative.

## V. CONCLUSION

To strengthen the construction of characteristic specialty in colleges and universities has become one of the key contents of the reform in colleges and universities in China. The construction and development of applied financial management specialty of undergraduate shall keep high adaptability with the market and economic development, through the process approach, grasp four processes modules as protection for continuous improvement. Value the goal characteristics design, bases itself on "clients' demands" and driven by "clients' satisfaction", and reconstruct the program of fostering talents of financial management through scientific positioning, highlight the practical teaching, optimize contents of practical teaching, innovate teaching methods, pay attention to the coordinated development of students in knowledge, capabilities and quality, and mobilize the enthusiasm of all involved in the whole process control.

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