Research on Integrating Development of Characteristic Majors in Universities and Regional Industries in the West of Jiangxi in China

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Abstract: This paper analyzes and believes that the main problems in the development of the integration of specialties and regional industries in universities in western Jiangxi are as follows: The development level of universities in western Jiangxi is relatively low, facing the low competitiveness of students in employment and the disadvantaged position of enrollment in peer competition. The construction of characteristic majors and the integrated development of local characteristic industries require the improvement of students’ employment competitiveness. Governments and enterprises in western Jiangxi sometimes do not trust local universities, and have scientific research projects trying their best to seek cooperation with prestigious universities. As a result, the conversion rate of scientific research achievements in local universities is low, and scientific and technological achievements cannot be effectively transformed into products and productivity. It is possible to build specialties in local universities based on the regional characteristic industries in the western Jiangxi region; to promote the upgrading of characteristic industries through the development of specialties in universities in the western Jiangxi region; to promote the integrated development of specialties and regional industries by building a shared development platform for industry-university-research in the western Jiangxi region.

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1. Introduction and Literature Review

Serving regional economy has become an important work of local colleges and universities. In the middle of the 19th century, driven by the development of social economy, Britain, the United States and other countries launched a landmark reform of higher education, the core of which is to face the needs of regional economic development, change the teaching and scientific research mode, take social service as the function of the University, and make the university become a set of teaching and science Research service function in a complex. The construction of disciplines and specialties in foreign universities has gone through three stages: early germination, steady progress and rapid development, which has achieved good results and accumulated rich experience. Foreign researches on the service of university disciplines to local economy are mainly concentrated in the United States, Japan, Germany and other countries, and the research field focuses on the service interaction mode, the mode of production, learning and research. The domestic research on the service regional economy of colleges and universities mainly focuses on the analysis of the current situation of the service regional economy, problem research, path exploration, countermeasure research, the exploration and Research on the service regional economy of the accounting major, tourism major, secretary major and so on. This paper mainly analyzes the problems and Countermeasures of the construction of characteristic specialties and the integration of regional industries in Ganxi region.

The combination of traditional higher education and regional economy in China is not very close, and the construction of disciplines and specialties serves the regional economy. With the development of society, from the beginning of 1990s, some colleges and universities in our country have been looking down to explore the regional economy of discipline and professional services, and have made preliminary achievements, but this exploration is mostly based on the undergraduate colleges and universities. In recent years, the theoretical research of higher education in China has developed rapidly. The relationship between higher education and regional economy is an important part of the theoretical research of higher education. The representative researches are the theory of interactive development between higher education and regional economy by Zhang Zhenzhu and
the theory of developing regional education by Peng Shihua. Xu Tongwen’s “mission of Regional Universities” is the first book that systematically studies the service of local universities to regional economy. It takes the research of local ordinary universities as the main object, and the empirical analysis also takes local universities as the main body. In this study, the theory and mode of local colleges and Universities Serving Regional economy are put forward.

2. The Problems and Necessity of the Integration Development of the Characteristic Specialty and Regional Industry in the University Specialty in the Western Region of Jiangxi

(1) Major problems

1) The development level of universities in the western region is relatively low, facing the low competitiveness of students’ employment and the weak position of enrollment in peer competition. The integration development of construction of specialty and local specialty industries require the improvement of students’ employment competitiveness.

2) The government and enterprises in the western region sometimes do not trust the local universities, there are scientific research projects to seek cooperation with famous universities. As a result, the conversion rate of scientific research achievements in local colleges and universities is low, and scientific and technological achievements can not be effectively translated into products and productivity. This has a constraint on the local colleges and universities professional construction services regional economic development factors. The construction of specialty in the western region of Jiangxi and the integration and development of local characteristic industries require the improvement of the efficiency of local universities to participate in regional economic decision-making. Improve the efficiency of collaborative innovation in local universities, learning and research, and improve the level of running schools.

(2) The need for research

1) This study is conducive to the development of local conditions, the construction of specialty according to local industrial characteristics, the construction of specialty of universities in Ganxi region and the integration development of local characteristic industries, the interactive integration development of specialty and characteristic industries in the Ganxi region, the expansion of the channels of tapping teaching resources, and better utilizing social resources and strength to run schools.
2) This study is conducive to the practical teaching work of students with specialty, to train professionally qualified personnel, to improve the quality of teaching, to train suitable talents in line with local economic development, and to optimize the design of the professional structure of disciplines.

3) Some aspects of the university in the Ganxi region and the society are seriously out of touch, often focus on their own development, ignore the needs of social and economic development, there are professional settings large and complete, unreasonable structure and characteristics are not outstanding and so on. There is a distance between the development process, the goals and the talents that society needs. The students are not capable of hands-on, practical and innovative. Therefore, the research of this topic is beneficial to the local university graduates in the Ganxi region to serve the local industrial economy well.

3. Countermeasures for the Integration Development of the Characteristic Majors and Regional Industries in the Western Region of Jiangxi

The main scope of the area includes Yichun City, Xinyu City, Pingxiang City, three prefecture-level cities, mainly in the western region of Jiangxi Province, this topic mainly studies the interactive development between the characteristics of the specialty and characteristic industries the three urban areas of Yichun College, Xinyu College, Pingxiang College and other institutions of higher learning.

(1) Building local university specialty according to the regional characteristic industries in the western region of Jiangxi

Yichun City lithium-electric new energy, Yuanzhou medicine, Fengcheng recycled aluminum, Changshu medicine and salt chemical, Gao’an building ceramics and optoelectronics, high green food and shoes, Fengxin cotton textile and other 10 industrial clusters are listed as provincial key industrial clusters. Xinyu City focuses on the development of steel industry, photovoltaic industry, equipment manufacturing, electronic information manufacturing industry, textile and clothing industry, new materials industry and other six major industries. Pingxiang City to energy-saving and environmental protection industry, advanced equipment manufacturing industry, ceramics industry, new materials industry as the leading industry. This topic will study how to advise enterprises in these industries on research and development, human resource allocation, industrial structure design, industrial chain construction, brand planning and marketing promotion, investment decision-making and risk assessment, export foreign trade, financing, etc. Therefore,
local colleges and universities in Ganxi region support the construction of bioengineering, agronomy, mathematics and applied mathematics, physics, medical beauty technology, English, physical education, musicology, Chinese language and literature, clinical medicine, foreign secretarial, photovoltaic materials processing and application technology, photovoltaic power generation technology and applications, marketing, machinery manufacturing and automation, computer network technology, news editing and production professional, business English, marketing and planning, application of electronic technology, engineering and other professional services. To promote the development of these disciplines professional development and construction.

(2) Promoting the upgrading of the specialty industry through the development of the specialty specialty of universities in the western region of Jiangxi

National characteristics of majors in Yichun College: bioengineering, agronomy. Provincial specialty: Mathematics and Applied Mathematics, Physics, Medical Beauty Technology, English, Physical Education, Musicology, Chinese Language and Literature, Clinical Medicine. Xinyu College national teaching reform pilot major: foreign-related secretarial. Provincial specialty: Photovoltaic materials processing and application technology, photovoltaic power generation technology and applications, business English, marketing, machinery manufacturing and automation. Provincial key demonstration construction majors: computer network technology, mathematics education, news editing and production major. Provincial higher vocational college demonstration major: business English. Pingxiang College provincial specialty: machinery manufacturing and automation, English education, business English, mathematics education, marketing and planning, language education. Provincial demonstration majors: application of electronic technology, business English, engineering cost, physical education, language education, foreign-related secretarial, marketing and planning. By making use of the talents of these specialty, we can make good decision-making staff for the development of local industry from the planning and construction of the regional economic center of Ganxi, the development and utilization of eco-tourism resources, the consultation of enterprise management decision-making and investment risk assessment. At the same time, the construction of science and technology sharing platform to increase the penetration of science and technology, to provide inexhaustible impetus for industrial technology innovation, to promote the upgrading of local industries. Mainly reflected in the following aspects:

1) The use of biological engineering, agronomy, business English, foreign secretarial, marketing and planning and other professional development and construction, mobilize professionals to study how to develop and utilize the resources
of eco-tourism in the western region, dedicated to serve the new rural construction in the region, and actively participate in Yichun City precision poverty alleviation and the construction of beautiful rural work.

These professionals can study how Yichun integrates into the ecological economic circle of Poyang Lake, how to connect the Chang-zhu-tan and Wuhan economic circle with the Yangtze River economic belt, how to develop and utilize the resources of Zen culture resources, the rich selenium spring resources of Wentang Town, how to comprehensively develop and utilize the tourism resources such as Xinyu Fairy Lake, Pingxiang Wugong mountain and Anyuan Red Tourism Culture, develop the eco-tourism industry in the west of the west, and study how to promote the development of the new rural service industry and the socialist industry in the west with the development of eco-tourism industry.

2) The use of physical education, music, computer network technology, mathematics education, news editing and production of professional, and actively promote professionals to plan the development of the economic center of the western region, to build Yichun City into a regional economic center in Ganxi to carry out scientific demonstration and careful research, the whole process for the top level of government departments to design macroeconomic policies advice.

Yichun City is to the west of Xinyu City, the east of Pingxiang, in the central location of the western region in Jiangxi, with the only airport in the western region - Mingyueshan Airport, the location advantage is unique. These professionals will study how Yichun City can make use of the advantages of location, develop and build the educational and cultural center in the western region of Ganxi, build the financial center of the western region, and build the tourist attractions and leisure life centers in the western region of Jiangxi. The social, population, resources, environment and economy issues in the planning, construction and development process of the economic center of the western region will be systematically studied, and the whole process will contribute wisdom and strength to the construction of the economic center of the western region.

3) The use of mathematics and applied mathematics, physics, medical beauty technology, clinical medicine, photovoltaic materials processing and application technology, photovoltaic power generation technology and applications, engineering costs, machinery manufacturing and automation, application of electronic technology and other professionals. According to local conditions for the regional enterprise investment management “diagnosis and pulse”, to assist enterprises in transformation and upgrading, the establishment of high-end industrial chain in the western region.
Yichun lithium electric new energy, Yuanzhou medicine, Fengcheng recycled aluminum, Changshu medicine and salt chemical industry, Gao’an architectural ceramics and optoelectronics, high green food and shoes, Fengxin cotton textile and other 10 industrial clusters are listed as provincial key industrial clusters. Xinyu City focuses on the development of steel industry, photovoltaic industry, equipment manufacturing, electronic information manufacturing industry, textile and clothing industry, new materials industry and other six major industries. Pingxiang Energy conservation and environmental protection industry, advanced equipment manufacturing industry, ceramic industry, new materials industry as the leading industry. Local university professionals will study how to advise these enterprises in research and development, human resource allocation, industrial structure design, technological innovation, high-end industrial chain construction, brand planning and marketing promotion, investment decision-making and risk assessment, export foreign trade, financing and so on.

(3) To promote the integration development of characteristic specialty and regional industry by constructing a platform for the sharing of industry, research and development in the western region.

1) According to the region’s scientific research facilities and instruments open service characteristics, with reference to the relevant standards and norms, the construction of a unified regional scientific and technological conditions platform information system, scientific research facilities and instruments configuration, management, services, supervision, evaluation and other functions in one. The information system sets up the science and technology resources, the open system, the service project, the use of other columns, open to the public scientific research facilities and instruments distribution, utilization and open sharing of information, and docking the corresponding national network management platform. The relevant administrative departments organize and urge qualified scientific research facilities and instrument management units to build online service platforms, and connect the information systems of science and technology management platforms in the region. All qualified scientific research facilities and instrument information will be incorporated into the information system of the regional science and technology management platform. Platform management units can strengthen social services and operations by establishing operating companies or using existing operating companies to undertake the day-to-day management and maintenance of scientific research facilities and instruments. Relevant administrative departments shall strengthen overall coordination, support breaking the boundaries of management units, promote the formation of specialized and networked groups of scientific research facilities and instrument service institutions according to professional
fields or instrument functions, enhance the discipline construction and enterprise collaboration and innovation ability of local universities, and promote discipline construction and industrial upgrading.

2) To set up an open west region sharing service network. We will further promote the construction of the “small core, large network” work system of the regional science and technology conditions platform, promote the effective docking of the owners of scientific and technological resources, professional service institutions and the demand side of scientific and technological resources, and gradually form a cross-sectoral, cross-cutting and multi-level network service system, promote the deep opening and efficient utilization of local universities and enterprises’ scientific research facilities and instruments, and promote professional construction, technological innovation and industrial development of local characteristic disciplines.

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