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SWOT Analysis of Functions of Chinese Universities*

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Abstract

People's Republic of China has been in the transitions stage from planned economy to market economy since 1978 when the government started economic reforms. Human resource developed by educational organizations is the essential condition for a country and its development. In the past, a university was be required to have the function of providing higher education to their students and the academic research function was be required as the second one. In recent years, university shall be required to have the third function, which is the contribution to society like a form of university-run enterprises. Special attention will be given to the way that these university-run enterprises are created, their industrial distribution, their contribution to the development of indigenous high-tech industries. This function has provided strong incentives and promoting economic development with the modern economic knowledge. The functions of university in economic development of China need policy support of promotion, macro planning, guide and harmonization from local and central governments. The further economic development by using the functions of university shall be required the mutual collaboration among university, industry, research institute, government and other organizations in the local area. The core of this task is that fulfilling close integration of education, science & technology, economy and politics.

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1. Introduction

Shortly after the founding of People's Republic of China, the government took education as a matter of primary importance, and made enhancing the cultural quality of the people the basis of the construction of the nation. Before 1949, China had a population of nearly 500 million, of whom 80% were illiterate. Proceeding

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from reforming the educational system, the Chinese government made an overall plan and adjusted its educational policies, with the result that the number of students increased rapidly. Currently, 91% of the country has instituted compulsory primary education, nearly 99% of school-age children are enrolled in schools, the dropout rate has decreased and the illiteracy rate of young and middle-aged people has declined to less than 7%. Since the initiation of the reform and opening policies in 1978, marked by the restoration of the higher-education examination system, China's education got on the road to accelerated development. As one of the priorities of China's economic and social development, education is a matter of great concern to the government. The cross-century period is an important phase in China's economic and social development. Giving priority to the development of education is the basis of the two major national strategies of improving the quality of people and rejuvenating the nation by relying on science and education and realizing sustained development. As human society enters the knowledge and information age, education is expected to play an increasingly important role.

2. SWOT Analysis of University-run Enterprise

SWOT (strengths, weaknesses, opportunities, and threats) analysis is one of the most effective tools to assess the strategic situation and identify strategic options for organizations or firms. A strength is a resource that the organization can use effectively to achieve its objectives. A weakness is a limitation, fault, or defect in the organization that will keep it from achieving its objectives. An opportunity is any favorable situation in the organization's environment. A threat is any unfavorable situation in the organization's environment that is potentially damaging to its strategy. Thus, the strategy of further development for Chinese university-run enterprises must based on such analysis (Fig. 2.1).

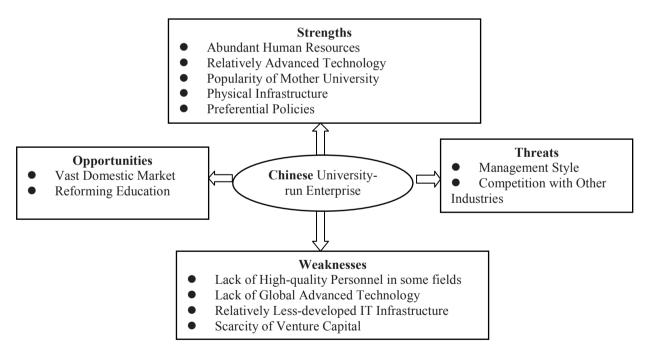


Fig. 2.1 SWOT Analysis of Chinese University-run Enterprises

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