

Research on the Design of School-running Characteristics of Military Academy

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Abstract: According to the Strategic Management theory and niche theory, the article analyses and describes the design of the characteristics of Military Academy. Then the problems needing attention in the design process is put forward in order to provide useful reference for the development of Military Academy.

Keywords: Military academy; School-running characteristics; Strategic management; Niche theory. design

1. Introduction

As an important symbol of the core competitiveness of colleges and universities, the characteristics of running a school are the lifeblood of its survival and development. In the military academy education reform program (2000-2010), the "demand traction, strengthening features" as the institutions of the implementation of modern education, training of high-quality new military talents guiding ideology and principles. However, some military academies are lack of clear school running ideas, mutual imitation, mechanically summarize the characteristics of running a school. Some managers have no strategic planning on the characteristics of school consensus, the characteristics were given up halfway with the replacement of the schools' managers, it is difficult to form a stable development period. Many experts and scholars believe that long history and cultural heritage is a necessary condition for the formation of school characteristics, but in fact, the characteristics of the individual new colleges and universities are distinct. Therefore, the article thinks that the characteristics of running a school can be realized through design and implementation. Below, we will focus on strategic management theory and ecological principle, and explore the characteristics of the Military Academy of design process.

2. Theoretical Guidance and Principles for the Design of School Characteristics in Military Academies

2.1. Theoretical Guidance on the Design of School Running Characteristics - Strategic Management Theory

Strategy management is a dynamic management process, which is based on the analysis of the organization's external environment and internal conditions, which determine and select the strategic objectives of the organization, plan and implement the objectives. The theory and method of strategic management of enterprises are the

reference and guidance to the design of school running characteristics of Military Academy[1].

The phenomenon of "lost" and "convergence" of the characteristics of military academy is related to the lack of strategic management.

With the new military reform developed in full swing, the traditional management ideas and methods had seriously restricted the formation of school characteristics and the improvement of the level of running school. In the military academy, the lack of strategic management consciousness, especially the supervision of the implementation of the strategic management, makes the low ability of the institutions that learning adaptability, strain capacity and management innovation ability in the complex and changeable environment. It has become the major issues to be solved in the military academy that how to break through the restriction of educational resources and the fierce competition,.

The design of school-running characteristics is a process of strategic analysis and planning.

Strategic planning is a system designed to meet the development of the school principal, in order to fully understand the environment and their own conditions, and set up strategic thinking and vision, not only to meet the needs of the recent development of the school, but also the president of the hospital far. Therefore, the characteristics of running a school are not only a strategic analysis process, but also a process of strategic planning.

2.2. Principles of Design Principles for Running School Characteristics Niche Principle

Niche principle is that each species in the long-term survival and competition have a most suitable spatio-temporal position for their own survival. University, as the product of heredity and environment, is equivalent to a biological organization, in which a variety of species exist, and is also in line with the ecological niche theory. The inference can be made that the college niche is a collection of resources and environment in the higher

education ecosystem, which reflects the living and development space, and also reflects the characteristics of the university to adapt to the formation of a specific survival and development space[2].

"Harmony but not sameness, not following the same" is the important principle of Confucian and the important principle of higher education institutions for the survival and development, too. The United States has many world-famous universities, the important factor of success is the University's hierarchical classification management, the strong ecological consciousness made it happen that avoided the ecological niche overlap and the waste of educational resources caused by blind competition. Nowadays, the pattern of running a school are similar, the characteristic is not distinct can be found everywhere, in the higher education system "niche" of the high degree of overlap, leading to the university in the same source and teachers resources, employment and other aspects of fierce competition. According to the ecological niche separation principle, in order to avoid direct competition, similar types of universities should take the

principle of parity differences, find their suitable specific "niche" in the ecological system of higher education, and form the dislocation of running a school, and university will be very understanding interdependence, establish mutually beneficial competition, highlighting the personalized features and seeking common development.

3. Research on the Design PROGRESS of the Characteristics of Military Academy

The main ideas are: first of all, according to the development status of our military academy, develop the analysis of external environment and internal conditions. And then, determine the type of institutions and analyse the characteristics of school characteristics, that is "characteristics". combine the requirements of the school itself, form a design scheme. Finally, evaluate the design scheme and determine the implementation of school characteristics. The process of running school characteristics is shown in Figure 1:

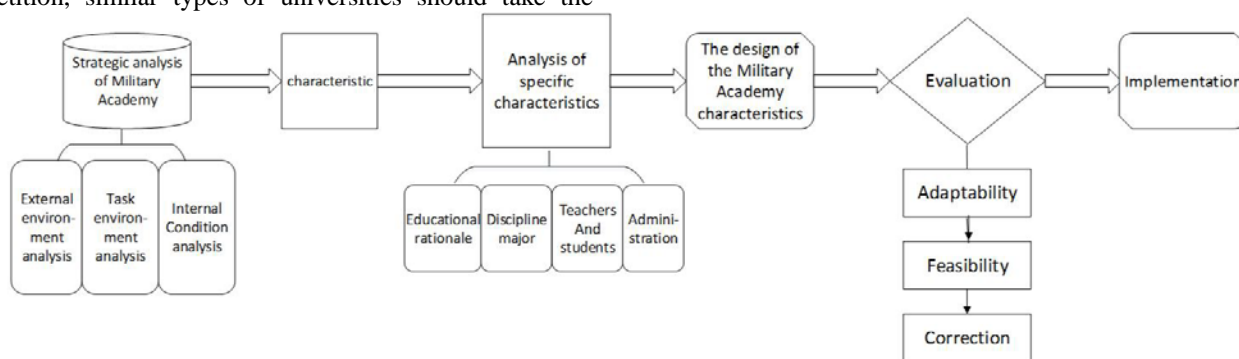


Figure 1. Design flow chart of characteristics of Military Academy

3.1. Strategic Analysis of the Characteristics of the Military Academy

Characteristic is the difference, the university should implement the characteristic strategy, namely the resources integration, the target focus, creates the difference superiority or the comparative advantage of differences between other universities. In terms of our military academy, run a strategic analysis between the internal and external environment, select the correct characteristics of the strategy, focus on the unique and effective resources and capabilities, priority development, key breakthrough, is the primary task of the formation of school characteristics. The main method of strategic analysis is "SWOT analysis", the strength (S) and weakness (W) analysis focus on the strength of the institutions themselves, that is, from the internal environment and similar institutions or competitors, while opportunity (O) and threat (T) will focus on the changes in the external environment and the potential impact on the institutions.

(1) External environment analysis

The external environment analysis mainly includes the analysis of the social environment and the task environment.

Social environment including political environment, economic environment, science and technology environment and cultural environment, etc. For example, the military academy is restricted by the nature, system and policy. And the national defense construction is closely linked with the economic level. The growth of GDP influences the state of military expenditure and expenditure.

The task environment mainly includes the higher level (the Military Commission, the headquarters) policy, the war preparation, the troop reflect, the student scale, the related university, etc. The superior policy directly determine the positioning and future development of colleges and universities, such as: education colleges and serving college, corps college or divisional level colleges, merger colleges and revocation colleges. War preparedness will affect the type and size of training of the institutions, which either is the normal training or emergency training. The reflection of the army directly affects the

quality of talents in Colleges and universities. The size of the students directly affects the survival and development of the institutions. The relevant institutions (the horizontal comparison between the institutions of the same kind), especially the competition of the discipline major will have a direct impact on the development of the institutions.

The analysis of social environment and task environment is also referred to as the external environment analysis. The analysis process is shown in Figure 2.

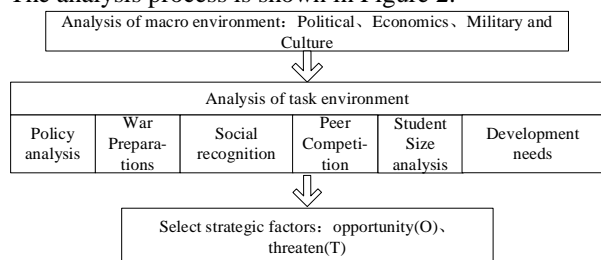


Figure 2. Analysis of the external environment

(2) Internal condition analysis

The internal conditions analysis mainly refers to the status analysis of the school. The main variables affecting the internal conditions of the institutions include the organization and organization of the institutions, the culture and the resources, the development of human resources, the analysis of management and the position, the teaching and scientific research. In general, the internal condition variable is represented by the advantages and disadvantages.

SWOT analysis can be combined into four different strategies, namely SO strategy, WO strategy, ST strategy and WT strategy. Among them, the SO strategy is the most ideal strategy that make fully use of internal advantage and external opportunities. WO strategy is the strategic uses external opportunities and overcomes internal weaknesses to make up for the lack of strategic positioning. ST strategy is the strategy that uses internal advantage over external threat. WT strategy is the strategic that overcomes internal weaknesses in response to external threats. Therefore, the military academy in the establishment of the characteristics of the strategy, we must first carry out a serious strategic analysis, a comprehensive analysis of their strengths, weaknesses, opportunities and threats, in order to accurately locate the characteristics of running schools, and strive for the formation of school characteristics as soon as possible.

3.2. Characteristic

The "characteristic" refers to the colleges which are relative who has common stable and lasting development way and the unique characteristics [3]. For accurately description of the military academy "characteristic", the premise is clear the army colleges and universities the "special" positioning, mainly has three aspects: Firstly,

the position of military academies in the military system, which is the college of military comparing with army, the military of college when comparing with society. The military academy has the general rule of higher education, and the special requirements of military struggle. Second, the position of the military in the military education system, there are three aspects of difference that the type of school, school level and characteristics of the school. Third, the position of the internal elements of the military academy in the development of colleges and universities, including the size of the school, discipline, personnel training mode, management mechanism and service oriented.

In order to establish the characteristics of running a school, we must make clear their position in the whole system, which is in the higher education ecosystem, and make full use of the resources of higher education market.

3.3. Analysis of Specific Characteristics

The former president of the University of California, Mr. Chang-lin Tian said, we must have a focus, put the main fund and attention on the most important focus [4]. Only to find a suitable niche for their own, can they tap into the breakthrough of characteristics of running a school, clear their own characteristics, that is, specific preferences. The specific characteristics of the preferences are mainly reflected in the following aspects: the concept of running a school, the characteristics of the subject, the characteristics of the teaching staff, the training mode of talents, and the characteristics of the management. In particular, innovative ideas guiding the school is the most important theoretical basis for the formation of school characteristics, innovative ideas will guide innovative practice, even the characteristics of the University. The core of school-running characteristics, the characteristics of the subject is the important carrier of university teaching, scientific research and social services, is the basis for survival and development. The training mode of talents is the important component of school-running characteristics and the most basic functions and the primary task of college. In the face of the niche competition, the military academies should be in accordance with the idea of something that is not for the most important. Such as Hopki University focus on the medical science, the Physics Department of California Institute of Technology in the United States attract worldwide attention, the national key disciplines of Naval Engineering University is marine engineering, etc. The wise president is trying to expand the resources, and put more resources into the field that is the most powerful, the most promising, reflect the academic advantages. Only in this way can the college and University maintain the balance and development of the system through the exchange of material, information and energy with the outside environment, acquire the resources and space for development.

3.4. Evaluation of Design Scheme for Running School Characteristics

The design plan is developed, but it is not end. Managers still need continue to evaluate and modify to ensure that the implementation of strategic objectives. The scheme evaluation mainly includes three aspects: firstly, the adaptability evaluation. It mainly refers to the evaluation of the adaptability of the environment for the design of the environment. Because of the change of the objective environment and the education policy, the opportunity and threat from the outside influence the development and expansion of the institutions. Only by continuously tracking feedback ,the periodic review and evaluation of the design plan, carefully analyze the factors that may affect the impact, and the corresponding adjustment,can the adaptability of the program maintain. Second, the feasibility assessment. On one hand , evaluate the implementation requirements of the program, including the requirement for design scheme to the institutions of resources, affordability, organization and management requirements. On the other hand, the effectiveness of the scheme is evaluated in order to determine whether the intended strategic objectives can be achieved. Third, the program modified assessment. By comparing the advantages and disadvantages, risks and effects of the scheme, the strategy is put forward, and then the modified scheme is evaluated to verify the adaptability and feasibility of the modified scheme, in order to ensure the successful implementation of the strategic objectives.

4. Problems in Design

(1) Establish corresponding organization

The establishment of leading group, responsible for the design of major issues in the decision-making process.

set up a research team, responsible for planning research, consulting, expert analysis and planning. the establishment of advisory committee, responsible for the comprehensive evaluation of the design, and put forward suggestions for reform.

(2) Full control of resource information

Now, the information is knowledge, resources are advantages, school characteristics design planning must be based on the in-depth analysis of the external environment and internal resources of colleges and universities, fully grasp the trend of the development of military education, analyse opportunities and challenges, as well as their own advantages and disadvantages, and constantly enrich and improve the design plan.

(3) The design plan should have appropriate elasticity

The research on the characteristics of running schools is the overall development plan for the overall planning of the characteristics of the military academy. It is also a guide to the management and basic teaching. It should be mainly based on strategic planning and the moderate level of flexibility in order to adjust and modify the changes in the subjective and objective environment.

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