

The Characteristics of Zhaoqing University in Strengthening Undergraduate Education

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Abstract: In recent years, Zhaoqing University has focused on strengthening undergraduate education and continuously optimizing its educational characteristics. It especially attaches importance to cultivating students' moral character and practical innovation ability with the educational philosophy of moral education. Zhaoqing University strengthens industry-university research cooperation with enterprises to promote the integration of industry and education and jointly explore talent training models. Zhaoqing University also focuses on building characteristic disciplines and majors closely related to local industries, as well as new teacher education. Zhaoqing University has formed certain advantages in new engineering disciplines, agricultural sciences and other fields. In the future, Zhaoqing University still needs to take moral education as its fundamental purpose, continuously promote educational reform and innovation on the basis of carrying forward its existing educational characteristics, continue to innovate talent training models and training objectives, gradually improve the quality of education, and provide higher-quality talents for local economic and social development.

Keywords: Moral education; integration of industry and education; characteristic disciplines; new teacher education; undergraduate education; educational characteristics.

I. INTRODUCTION

Since 2014, as a high-level application-oriented undergraduate university in Guangdong Province, Zhaoqing University has invested heavily in undergraduate education, closely followed the guidance of moral education, and comprehensively improved students' ideological and moral quality and diversified development. In terms of curriculum setting, faculty team building, and discipline and major layout, the university has actively explored the educational characteristics of key areas and achieved remarkable results in characteristic majors and new teacher education.

As a comprehensive application-oriented university, Zhaoqing University has been selected in recent years for the Guangdong Higher Education "Replenishment and Strengthening" Promotion Plan, the provincial and municipal co-construction of undergraduate universities, and has won many major projects such as the New Engineering Research and Practice Project and the Guangdong High-Level Application-Oriented University Construction Project. The university firmly takes Xi Jinping's socialist ideology with Chinese characteristics in the new era as its guide, takes moral education as its fundamental purpose, takes party building as its leader, takes discipline and major construction, teacher team building and structural adjustment as its main line, and makes every effort to promote connotative development and strive to build a high-level application-oriented university with distinctive characteristics in the new era.

Zhaoqing University has shown the following characteristics in running schools: first, "moral education"; second, "integration of industry and education"; third, "distinctive characteristics". The university always adheres to the essence of universities, inherits the fine tradition of running schools, is based in Zhaoqing, integrated into the Bay Area, serves Guangdong, faces the whole country, and strives to optimize new teacher education, strengthen new engineering, improve new liberal arts, and develop new agriculture. and other disciplines and majors. Teachers, students, alumni and people from

all walks of life gather together to jointly achieve the goal of building a high-level application-oriented university with distinctive characteristics in the new era.

Specifically, "moral education" is one of the important educational characteristics of Zhaoqing University. The university adheres to the educational philosophy of moral education, pays attention to the all-round development of students' morality, intelligence, physique, beauty and labor, and cultivates high-quality application-oriented talents. In education and teaching, the university emphasizes the cultivation of students' ideological and moral qualities and innovative abilities, and makes efforts to strengthen moral education, including curriculum setting, teaching material selection, teacher training, etc. In practical teaching, the university attaches importance to cultivating students' practical abilities and innovative spirit, and actively carries out various practical activities, innovation and entrepreneurship competitions, etc.

In order to thoroughly study and implement the spirit of the 20th National Congress of the Communist Party of China, fulfill the fundamental task of moral education, comprehensively promote the theme education, and encourage young people to aspire to become ideals, responsibilities and hard work in the new era, Zhaoqing University held a theme group day event "Youth Meet the Prosperous Times, Struggle is Just in Time" on May 14, 2021 in the university theater.

In short, Zhaoqing University adheres to the educational philosophy of "moral education" and focuses on cultivating students with all-round development of morality, intelligence, physique, beauty and labor. In strengthening undergraduate education, the university has shown the educational characteristics of "moral education", "integration of industry and education" and "distinctive characteristics", and has cultivated a large number of outstanding talents for Guangdong Province and even the whole country.

As an application-oriented university, Zhaoqing University has also achieved remarkable results in "integration of industry and education". The university closely combines the needs of local economic and social development, cooperates with enterprises, governments, scientific research institutions and other parties to jointly promote the integration of industry, university and research, and provides students with a wealth of practical and innovative entrepreneurship platforms. In addition, the university also implements university-enterprise cooperation, university-local cooperation, university-university cooperation and other forms to create a number of industry-featured internship bases and engineering practice education centers, providing students with opportunities for in-depth exchanges and practical training with enterprises, enhancing students' practical ability and employment competitiveness.

In its development process, Zhaoqing University has always adhered to the educational philosophy of distinctive characteristics. The university focuses on cultivating talents with an international vision and local feelings, strives to build a first-class teaching and research platform, and enhances its academic influence. In terms of discipline and major layout, the university adheres to characteristic development and forms a multi-disciplinary coordinated development pattern dominated by new teacher education, new engineering, new liberal arts and new agriculture. The university also actively carries out international exchanges and cooperation, has established cooperative relations with many world-renowned universities, and promoted exchanges in many aspects such as faculty-student exchanges, scientific research cooperation and academic research.

In future development, Zhaoqing University will continue to strengthen connotative development, improve the quality of student training, increase scientific research innovation, expand international cooperation and exchanges, strive to achieve the modernization of education, and build a high-level application-oriented university with distinctive characteristics. At the same time, the university will further promote the integration of industry and education, deepen university-enterprise cooperation, and make greater contributions to the economic and social development of Guangdong Province and the country.

II. MORAL EDUCATION IS THE CORE CONCEPT

Moral education is an important task of university education and plays a decisive role in cultivating talents for the country.

Universities attach great importance to cultivating students' moral education. Universities adhere to taking moral education as the focus of their work and integrate ideological and political work throughout the teaching process. Universities large and small are making every effort to undertake the important responsibility of cultivating morally educated and talented talents for the country in an all-round way.

Universities have adopted their own methods to promote moral education according to their own characteristics. Peking University carries out effective moral education through improving curriculum setting, strictly selecting teaching materials, and strictly requiring the faculty team. Nanjing University focuses on cultivating students' ideological and moral qualities and innovative spirit, and carries out various practical activities and innovation competitions. Shanghai Jiao Tong University focuses on cultivating students' practical abilities and innovative awareness, and improves practical activities and competitions in many aspects to cultivate students.

Zhaoqing University has also made its own efforts in moral education work. Zhaoqing University has always adhered to the concept of cultivating talents in an all-round way, throughout the process and by all staff. In particular, it has constructed a new "three-dimensional education" pattern, created an educational mechanism with systematicness, precision and effectiveness. The "Yan Garden Plan" ideological and political education has interactivity and innovative driving force. The school attaches great importance to the construction of teachers' virtue and style. By carrying out teacher virtue theme training, Guangdong teacher virtue essay contests and other activities, the school continuously improves the teachers' virtue.

In general, moral education is an indispensable and important work for universities. Universities must start from multiple aspects such as curriculum setting, practical activities, faculty team building, and continuously optimize and improve the education mechanism to cultivate new talents with noble sentiments and comprehensive abilities for the society.

Universities regard cultivating students' character and moral cultivation as the highest educational task. Universities use ways such as improving the curriculum system, selecting teaching materials, and training teachers to continuously improve the effectiveness of moral education. The purpose of various practical activities and competitions is also to stimulate students' collective spirit and sense of social responsibility. Moral education has an imperceptible influence on improving the overall level of school running and continuous improvement, and is essential for cultivating high-quality talents needed by society. Moral education first needs to start from teachers, an important mentor group. Universities start from building teachers' virtue and style, and gradually establish correct values and moral standards for students.

III. ACTIVELY CARRY OUT INDUSTRY-UNIVERSITY-RESEARCH COOPERATION

In the new era, the integration of industry and education, as a new talent training model, has attracted increasing attention from higher education institutions and enterprises. The integration of industry and education aims at enabling students to better understand the actual needs of enterprises, adapt to the needs of social development, and also enable enterprises to better understand students' actual abilities and needs, and jointly cultivate outstanding talents for society. Universities have different characteristics and advantages in the integration of industry and education, such as the in-depth cooperation between Zhaoqing University and Guangzhou Automobile Group Co., Ltd.

The integration of industry and education between enterprises is reflected in the cooperation between Zhaoqing University and enterprises. They conducted in-depth discussions and cooperation in personnel training, scientific research, base construction, and achievement transformation. In recent years, Zhaoqing University and Guangzhou Automobile Group Co., Ltd. have signed a strategic framework agreement for university-enterprise cooperation. The two sides have collaborated to promote the development of industry-education integration in the new era with a strategic partnership and normalized mechanism for university-enterprise cooperation. Specific cooperation contents focus on intelligent networked vehicles, intelligent driving, smart transportation and other fields to share resource advantages and carry out in-depth cooperation in personnel training, scientific research, base construction, and achievement transformation.

At the same time, other universities have also made remarkable achievements in the integration of industry and education. For example, taking advantage of the university-enterprise mode of running schools, Shaanxi International Trade University actively explores university-enterprise cooperation in the integration of industry and education, accelerates education and teaching reform, improves the quality of education and teaching, cultivates a group of technical and skilled talents, and produces a number of applied technical achievements, making efforts for regional development. Beijing University of Aeronautics and Astronautics focuses on building a high-quality talent training system, continuously innovating the talent training model and organizational mechanism for the integration of industry and education, and continuously cultivating innovative leading talents and outstanding engineers who can take on important responsibilities for the country.

Zhaoqing University has unique advantages in the integration of industry and education, which is reflected in its in-depth cooperation with local enterprises. Through in-depth cooperation with Guangzhou Automobile Group Co., Ltd. and other

local enterprises, Zhaoqing University can more closely focus on the needs of local industrial development, tailor talent training models to adapt to the transformation and upgrading of local industrial structures. In addition, local enterprises have a deep understanding of the sensitivity to talent demand, the assessment standards for actual abilities, and the training models for application-oriented talents, which is conducive to the university formulating education plans that are more in line with industrial development needs.

In the practice of integrating industry and education, Zhaoqing University and Guangzhou Automobile Group Co., Ltd. actively explore various cooperation models, such as the construction of practical teaching bases, the implementation of cooperative training programs, and the joint undertaking of scientific research projects. Such cooperation is conducive to fully sharing resources between the two parties, enhancing students' practical ability and improving the efficiency of scientific research achievement transformation. In addition, through cooperation with enterprises, Zhaoqing University can also optimize curriculum settings to make the curriculum content closer to the actual needs of enterprises and improve students' employment competitiveness.

In general, as a new talent training model, the integration of industry and education has been widely used and practiced in Zhaoqing University and other higher education institutions. Universities carry out in-depth cooperation with enterprises according to their own characteristics and advantages, and explore the integration model of industry and education suitable for them. The cooperation between Zhaoqing University and Guangzhou Automobile Group Co., Ltd. fully reflects the huge potential of integrating industry and education in personnel training, scientific research, achievement transformation and other aspects. This model is of great significance for improving students' comprehensive quality, promoting the common development of universities and enterprises, and promoting local economic and social development.

IV. FOCUS ON DEVELOPING CHARACTERISTIC MAJORS

In the past 50 years of development, Zhaoqing University has been committed to building a discipline and major group featuring teacher education, a discipline and major group of science and engineering and modern agriculture that serves regional industries, and a discipline and major group of humanities and social sciences aimed at inheriting culture, promoting innovation and driving economic and social development. Zhaoqing University has formed its unique educational philosophy and discipline system.

In continuing to promote postgraduate education, Zhaoqing University has also taken a series of measures to build high-quality and application-oriented universities with distinctive characteristics. The characteristics of Zhaoqing University are mainly reflected in the following aspects:

In terms of talent training, Zhaoqing University focuses on cultivating students' practical skills and innovative spirit. It offers multiple characteristic major directions, such as "Jewelry Design and Technology", "Environmental Art Design", etc., emphasizing the organic integration of theory and practice.

In terms of discipline construction, Zhaoqing University has many advantageous disciplines, such as "Environmental Science and Engineering", "Food Science and Engineering", etc., which have considerable influence in Guangdong Province.

In normal student education, Zhaoqing University attaches importance to the overall reform of teacher education and establishes long-term collaborative linkage mechanisms with high-quality secondary schools and educational authorities at all levels in Guangdong Province. The strength of teacher education is an important feature of the university.

In serving local industry, Zhaoqing University actively serves the needs of regional industrial development. The university has built an agricultural science and technology innovation park, focusing on new agricultural science and technology research such as agricultural robotics, new energy vehicles, etc., to transform scientific research achievements and promote industry-university cooperation.

In talent cultivation patterns, Zhaoqing University actively adapts to the needs of regional economic and social development and explores diversified talent cultivation methods. The university is committed to building an intelligent network training center, cloud classrooms, virtual simulation experimental teaching centers and other platforms to create a new model of talent training in the era of intelligence.

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In summary, Zhaoqing University has formed certain advantages and characteristics in developing characteristic majors, discipline construction, teacher education, serving local industry, talent training mode and other aspects. These characteristics meet the needs of local economic and social development and have cultivated a group of outstanding talents for the local area. In the future, Zhaoqing University will give fuller play to its existing characteristics and advantages, continue to optimize the layout of disciplines and majors, improve the quality of talent training, and contribute to the socio-economic development of Zhaoqing and even Guangdong Province.

Zhaoqing University has formed several educational characteristics in nearly 50 years of development:

Pay attention to student practical skills and innovative spirit training. Offer characteristic majors such as Jewelry Design and Technology, Environmental Art Design, etc.

Have advantageous disciplines such as Environmental Science and Engineering, Food Science and Engineering, etc.

Focus on teacher education reform and cooperates with secondary schools in Guangdong.

Actively serve local industrial development. Agricultural science and technology innovation park focuses on new agricultural technologies such as agricultural robotics and new energy vehicles.

Explore diversified talent training methods. Build intelligent network training center, cloud classroom, virtual simulation experimental teaching center and other platforms.

These characteristics enable Zhaoqing University to cultivate outstanding talents to meet the needs of local economic and social development. Zhaoqing University will continue to optimize discipline and major layout, improve talent training quality, and better serve Zhaoqing and Guangdong development.

V. CONCLUSION

As a high-level application-oriented university in Guangdong Province, Zhaoqing University has invested heavily in strengthening undergraduate education in recent years. The university adheres to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and takes moral education as its fundamental mission. It focuses on cultivating students' comprehensive quality and ability, optimizes curriculum settings, improves practical teaching, strengthens teacher morality construction, and promotes students' all-round development.

Zhaoqing University actively explores the integration of industry and education, strengthens cooperation with enterprises, builds cooperative education platforms and bases, and trains technical and application-oriented talents that meet the needs of local economic development. The university focuses on developing characteristic disciplines and majors, gives full play to its strengths in disciplines such as teacher education, new engineering and new agriculture, and improves its talent training level and social service ability.

However, as a local application-oriented undergraduate university, Zhaoqing University still faces certain challenges in its future development:

Continuous strengthening of moral education and improving the effectiveness of ideological and political education. It is necessary to strengthen the construction of teachers' moral character, select high-quality teaching materials, and carry out rich and interesting moral education activities.

Continuously deepening the integration of industry and education. Actively expand cooperation with local competitive enterprises, build more high-quality practice bases, explore multiple and effective cooperation models, and train more application-oriented talents needed by society.

Accelerating the construction of characteristic disciplines and improving discipline quality. Focusing on local industrial advantages, highlight characteristics, make overall plans for disciplines and specialties, implement "Double First-Class" discipline construction, and enhance core competitiveness.

Improving the level of internationalization of education. Actively carry out international exchange and cooperation, introduce high-level overseas talents, carry out overseas study tours for students and teachers, learn advanced educational concepts, and improve educational quality.

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Promoting innovation in education and teaching to improve quality. Focusing on cultivating students' practical and innovative abilities, promote comprehensive reforms in teaching content, teaching methods, teaching means and evaluation methods. Build high-quality online open courses, virtual simulation experimental platforms and other resources.

In summary, as an application-oriented undergraduate university, Zhaoqing University needs to take moral education as its fundamental purpose, continuously promote education reform and innovation on the basis of inheriting its existing educational characteristics, continue to innovate talent training models and training objectives, improve the quality of education and teaching, and provide higher-quality talents for serving local economic and social development. In the new era, Zhaoqing University shoulders the historical mission of rejuvenating the country through science and education and promoting the revitalization of Zhaoqing. The university will continue to move forward in strengthening its undergraduate education characteristics, serve regional development strategies, cultivate a new generation of talents with ideals, skills, and responsibilities in the new era, and make new and greater contributions to building Zhaoqing into a strong city and promoting Guangdong's high-quality development.

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