

Chapter 75

Study on Personnel Training for Public Administration in Local Universities

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Abstract To accommodate social development and rapidly response to the social requirements of the professional administrative management personnel, this thesis conducts a study on the training measures about the administrative management personnel in local colleges. Through the empirical investigation and comparative study and by choosing the samples of four local colleges which have advantageous administrative management majors for analysis, it comes to the conclusion that the local colleges should train the professional administrative management personnel by strengthening the professional consciousness of students, improving the teachers construction, fusing other superior resources of school, and enhancing the teaching practice. These study results are generally applicable to the training for the administrative management personnel in local colleges.

Keywords Local universities and colleges · Public administration · Personnel training

75.1 Introduction

Public Administration as an independent discipline first came into being in western countries. Chinese universities and colleges reestablished this discipline for undergraduates in 1984. Since then, many universities and colleges have opened this course. There are 253 universities and colleges providing this course with

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local universities and colleges taking a large proportion. Professional education for Public Administration began to take shape.

The establishment of the major synchronous with the beginning of Chinese economic reforms. Government departments, like other organs, were facing the transform and innovation to adapt the new environment. Every department from the central authority to local governments desiderates professional administrative personnel with new mindset to meet the new trend. Local universities and colleges have played an important role in providing such kind of talents to the governments and contributing to the improvement of public services and transformation of the governments function, which have fulfilled the needs for development of economics and society. However, each period has its unique political and economical environment, which challenges the local government to constantly improve their administrative function to satisfy the new demands. Local universities and colleges just follow the lead of key universities, which result in the facts that the training system is not complete; the idea of constructing this subject is immature; the teaching methods and materials are insufficient; the training for professional administrator still needs to improve.

Thus, local universities and colleges should break all kinds of restrictions. With the awareness of its own insufficiency, local universities, and colleges draw lessons from other universities and colleges that have great experiences and outcomes while taking a series of measures, including fostering students' professional awareness, enhancing teaching staff through interdisciplinary combination; highlighting the localism; emphasizing the practical training, etc. Those measures aim to cultivate administration professionals with mastery of theory and practical ability and establish a typical major in local universities and colleges.

According to Wu' book *On How to Choose University and Major 2011* [1], we chose to analyze five local universities which have obvious advantages in developing the public administration major in China. They are: Xiangtan University, Zhejiang Normal University, Zhejiang University of Finance and Economics, Yunnan University, and Guangzhou University. Other universities may use their model as references (Table 75.1).

Table 75.1 University ranking

Name of university	Comprehensive ranking	Administration specialty ranking
Xiangtan university	83	8
Zhejiang normal university	100	10
Zhejiang university of finance and economics	262	16
Yunnan university	76	21
Guangzhou university	154	24

75.2 Fostering Students' Professional Awareness

Under the influence of the popular belief—official rank standard, many students simply equal public administration to governance. Many senior high school students choose this major with the belief that they can be an official when they graduate and for them, which means to be powerful. They totally ignore that the public have the right to know and to involve in public affairs. What's more, the public's needs are the guidance of public administration. If the students build the wrong awareness of their major, they fail to be qualified administrators for the new trend of the institutionalized, democratized, and scientific public administration [2].

The administration and the public should be equal. More precisely, the former serves the latter. So the equation of administration and governance are not appropriate in modern market economics. Local universities and colleges should make every effort to develop students' awareness of public service, public supreme and public responsibility so that they would learn quintessence of public administration and apply their knowledge and ability properly. Obviously, the correct insight on this major is the priority of training the personnel [3].

The correct awareness is acknowledged mostly after entering the universities. Teachers should fully take advantage of all the resources and opportunities to help students to be aware of their professional identities and make sure it will be carried out through the undergraduate phase. Only with the clear and proper awareness of the major can they become qualified public administrators.

Zhejiang Normal University organizes the information meetings (held by professors) and exchange meetings (held by seniors) on enrollment. With the Internet resources, the faculty and every student use micro blogs to communicate the latest information related which are covering from the authority trend of affairs to measures recently taken by the school and deeds of advanced individuals. Every student access to the discussion and gives his own arguments and ideas. The Undergraduate Professional Directory and Professional Presentations (1998) issued by Ministry of Education states that: the major aims to cultivate the management and scientific research professionals working in the party and government offices, enterprise and public institutions, and public organizations with mastery of the art of administration, management, politics, and jurisprudence. It specifies nine abilities of the public servants in National Public Servants General Ability Standard Framework (Trial) which include political resolving ability, administration ipso jure, public service ability, investigation ability, learning ability, social and coordinating ability, and innovative ability, ability to cope with emergency, and psychological adjust ability. The school constantly supervises the students to improve themselves with the correct awareness of their profession to be comprehensive administrating talents.

75.3 Enhancing Teaching Staff

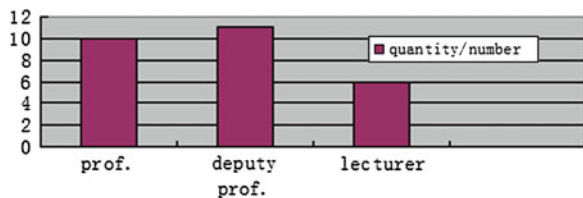
Public administration grows rapidly as a new major. Local universities and colleges cannot meet the demand of professional teachers in such a short time. The common solution is to “transform” those teachers originally teaching politics, philosophy, or history. As a result, it is unavoidable that the teachers might flavor a lot of other disciplines’ attachment to this subject. The teachers are still on their way to learn the new discipline and with little or no practice experience. Thus, the teachers need to involve in the practice besides learning the theory [4].

It plays a vital part in the development of universities and colleges to optimize the teaching staff. The top-ranking teachers can develop top-ranking students. The newborn major desperately needs to build a qualified teaching staff. It not only influence the speed but also the height of the development to invite specialists, senior professors and masters in this field. The improvement of the teaching staff guarantees the quality of education. At the same time, teachers are encouraged to be academic pacesetters to ensure the benign development. On the one hand, the university brings in masters and PhDs in this field to enhance the teaching staff; on the other hand, encourage the existing staff to go on their study and get their own degrees in this field. Meanwhile, parts of young and middle-aged teachers are sent to local government offices to join in practice in order to get more experiences. There are other forms to practice the theory like cooperation scientific research items with the government. Besides, it is a good way to invite famous guest professors to give lectures periodically. Xiangtan University is among the best with this major. There are 10 professors, 11 associate professors, and six lecturers on this subject. 20 of them are PhDs. There are several academic pacesetters, Professor Peng Guopu, and Professor Yan Jiahua, who lead the teaching staff rigorously doing scholarly research and making remarkable academic achievements (Fig. 75.1).

75.4 Relying on the Advantages of Professional Resources

The start-up administrative professional college in different places, universities, schools, and so on, is very different whether it is mostly identical in curriculum and teaching methods, etc., [5]. So advantages of professional resources could be completely ignored. Curriculum, for example, the current administration curriculum

Fig. 75.1 Teachers proportion

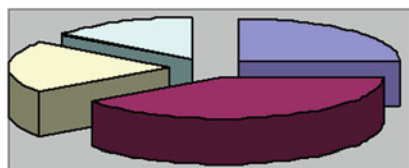


is basically divided into four modules, namely, the political class (the courses offered are: political science, contemporary Chinese political system, in the Western political system, political history, the History of Western Politics), public administration and policy analysis classes (courses: Principles of Management, administrative management, organizational behavior, business management, financial management, administrative decision making, public policy analysis, etc.), law classes (courses: Introduction to Law, Administrative Law, Constitutional Law, etc.), and basic skills classes (courses: writing skills, social survey methods, statistics, basic computer, office automation, etc.). It cannot reflect the school advantages of professional superiority [6] (Fig. 75.2).

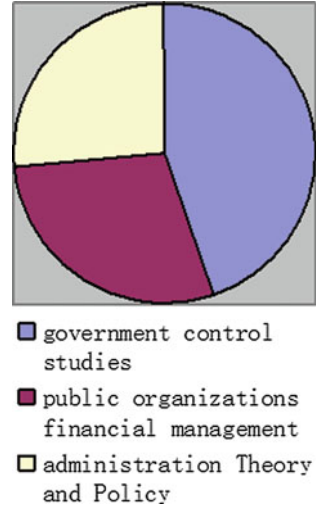
Different parts of the colleges and universities have its own characteristics of professional or superior resources, professional integration of these advantages, resources and administrative management. Selecting the appropriate direction and focus will be able to develop its own distinctive administrative professional to serve the local government and economic development. The fusion here is the adding up among different professions, but selecting the advantages of professional as a tool for administrative applications, or as a learning knowledge of the administrative professional background so as to contribute to the administration the rapid development of the professional in a particular area. Combined with the advantages and features of the financial disciplines such as Zhejiang University of Finance and Economics, they combined the discipline of the administration, economics, and law in order to determine the three major research directions of the administrative professional: government control studies, public organizations financial management, and administration theory and policy.

In particular, government control of the direction is on the leading positioning China. Schools of the professional creation of economics and law of the financial management of public organizations, Administrative Law and Administrative Procedure Law, and other related subjects courses require students to master the basic theory of economics and law disciplines, pay attention to administrative and economic from the object of study, research methods and content and law professional mutual penetration, select the economic behavior of government and other public organizations such as the research object, draw on the economic model of economic assumptions and how to use the financial means of control to prevent, control of government corruption research, and through legal means and

Fig. 75.2 Classes proportion



- the political class
- public administration and policy analysis classes
- law classes
- basic skills classes

Fig. 75.3 Ability proportion

corresponding regulations. The professional schools of local government, especially planning, economy, trade, taxation, auditing, prices, and other economic sector have foster a culture of good administrative expertise to boost local development in Zhejiang (Fig. 75.3).

75.5 Highlight the Local Characteristics

Different universities have different growth conditions and environment for the development of different living environment for different local colleges to create space for development and favorable conditions. However, many local colleges and universities follow the trend of setting administrative professionals, without its own characteristics of the professional features, copying the training model from other colleges and universities. It has become one of a “copy” that cannot to highlight its own characteristics. Conditions of the local university, such as teachers, teaching facilities, and so on, cannot be comparable with the “985” or “211” key universities. However, local colleges and universities with their own geography of survival, the unique growth soil, the natural environment and economic conditions, local colleges, and universities develop their own characteristics on administration [7]. Local colleges and universities should make full use of advantage of local resources; rely on the human habitat in its features to develop administration. Seizing distinctive local characteristics, taking all advantages of resources and focusing on the development in the field of one or several researches, innovating and forming the foundation of our development of the administration, it is the basic rule for development. The specific local situation, trained in a specific environment, specific areas of administrative expertise will be more

targeted to serve the local economic and social development. As an example, Yunnan University, the administration development highlights the strong local specialties. Yunnan is the province that makes China's national cultural diversity most and it is one of the most abundant provinces as well with 26 nationalities relatively inhabited straggle to live together, creating colorful culture. Yunnan University administration has combined with many of Yunnan Minority to be a location advantage as it is bordering with Vietnam, Laos, and Myanmar. In cooperation with national research institutions, the Bureau of Religious Affairs carries out targeted teaching, and form their own advantages and characteristics. Setting up special schools for border smuggling, it has trained specialized management personnel of fight against smuggling, drug trafficking, which accommodate the special needs of the local development.

75.6 Emphasis on Practice Teaching

The professional administration is a very practical subject. Truly outstanding administration is not only to have a solid theoretical foundation, but also is required to have strong practical ability of using them as well. But till now, the professional colleges and universities in our country have left the administrative prevalence in which the theory combines with practice, partly because of the teaching facilities, teaching resources, performance and the particularly of the local colleges and universities [8]. And partly because of local colleges and universities practice teaching system and practice of the supervisory system are not perfect. According to teaching practice and ancillary facilities that are not enough, there is no corresponding social practice of supporting facilities such as specialized research centers, research institutes, practice, and teaching laboratories. In local colleges and universities, at the same time, arrangements for the teaching practice are rare, some universities even arrange the practical units which cursory, or arrange for the mismatch, or arrangement is termed a "featherbed". Students can't have practical internship. On the other hand, students don't have correct attitude. Many students consider practice as an "entertainment", Internet chat or play games during internship, and even some students go straight home for vacation. As a result, the social practice of school arrangements is in a mere formality and students without substantial exercise of administration have no chance to promote themselves and put theory to practice.

Therefore, in order to meet social development needs of administration local colleges should improve the administration of professional teaching and practicing system, which is required to develop a comprehensive system of theoretical knowledge and practice of excellent administrative ability of professional expertise. In order to start practical education of the local university meticulous arrangements, careful planning, the implementation of internships for students need to ensure students a good first lesson in social practice, take full advantage of the winter and summer vacation time, and actively practice the "countryside"

focus on research, complete the practice report; innovate graduation internship, contact the local levels of government and enterprises, allow students to work in the community of practice, test in the corresponding post, and internalize the theoretical knowledge. Innovation in practice to their senses is needed. Also personnel engaged in the administration may be invited to come to the school for special lectures, knowledge, theory of teaching, and management practice. Yunnan University, School of Public Administration is one of the main support unit of the Yunnan Provincial Party Committee Organization Department and the Office of Personnel education of party for government cadres, Kunming, awarding the civil service education and training base, complete teaching-practice in cooperation with government department's mutual penetration. Guangzhou University of administration is relying on the "Independent Research Centre" of school and out-of-school social practice base to complete the combination of theoretical teaching and social practice. Zhejiang University of Finance and administration sets up student societies-Administrative Management Society, personal experience of government work process, learn how to work the process of solving problems, and coordinate with other departments to ensure orderly conduct of the work of the government.

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