

## Study on Overseas Students Management and China's Higher-Education Internationalization

WANG Xiuhua<sup>[a],\*</sup>

<sup>[a]</sup> College of Humanities and Law, Shandong Science and Technology University, Qingdao, China.

\*Corresponding author.

**Supported by** Master Education innovation project Research on the Juris Master Education Characteristics in Local Science and Technology Universities (SDYC11021. of Shandong province in 2011; The Master Education innovation project of Shandong University of Science and Technology in 2011.

Received 7 April 2012; accepted 30 June 2012

### Abstract

The internationalization of higher-education can strengthen the country's influence in politics, economy and culture communications and exchanges. The overseas students education management is an integral part of China's diplomatic work and bounden internationalist duty. Seizing the school strategic opportunities to expand the foreign students to cultivate ideas, vigorously developing overseas students education based on university characteristics of professional implementation of the characteristics of school, attracting foreign talent, strengthening more education exchanges, science and technology exchanges, cultural exchanges and economic cooperation will promote China's internationalization of higher-education and get an invincible position in the world competition of the educational resources which are the focus in this paper.

**Key words:** Overseas students; Education management; Internationalization

WANG Xiuhua (2012). Study on Overseas Students Management and China's Higher-Education Internationalization. *Higher Education of Social Science*, 3(1), 24-27. Available from: URL: <http://www.cscanada.net/index.php/hess/article/view/j.hess.1927024020120301.Z0829>  
DOI: <http://dx.doi.org/10.3968/j.hess.1927024020120301.Z0829>

### INTRODUCTION

The scientific development concept means that the first prerequisite is the development and the core is people-oriented, which requires comprehensive and coordinated development with over all consideration methods. With current situation of economic globalization, the internationalization of education and popular domestic education, the development of higher-education in China is facing more than unprecedented opportunities, challenges and risks. Especially foreign students education is facing an even greater challenge. Therefore, to further implement the scientific concept of development, to seize the school strategic opportunities, to expand the foreign students to cultivate ideas and to vigorously develop foreign students educations to promote the internationalization of higher-education are very important today.

### 1. RELATIONSHIP BETWEEN FOREIGN STUDENT EDUCATION AND INTERNATIONALIZATION OF HIGHER-EDUCATION IN CHINA

The definition of foreign students in Chinese Ministry of Education, Ministry of Foreign Affairs and the Ministry of Public Security refers to foreign passport holders registered in China's colleges and universities to accept the academic education or non-academic education, including the overseas Chinese and their children studying in China. Foreign students' education refers to the foreign students who come to China with the purpose of systematic training and learning, including foreign students education to be trained as senior specialized personnel for the international community,

and personnel to be fostered as international exchanges and cooperation. The study levels are of general scholars, senior scholars, undergraduates, postgraduates, doctoral students, research scholars and short-term classes of students. Internationalization of higher-education is a process of combination in cross-country, cross-cultural educational philosophy and the school system with its own university teaching, research work, social services combined the basic theory of a country facing the world the development of national higher-education to promote the process of modernization of higher-education and the process to carry out international exchanges and cooperation with other countries. It mainly includes the internationalization of educational theory, educational objectives, educational content, and international exchange of personnel as well as international cooperation in education and so on. The internationalization of higher-education is the demand for international community and international economic development, the demand for international talent in the world social and economic development.

The education of foreign students is an important part of the internationalization of higher-education. Chinese Government has always attached great importance to the education of foreign students to promote China's reformation and development, to strengthen higher-education, science and technology, cultural exchanges and economic and trade cooperation, and to actively absorb foreign intelligence for China's socialist construction services which can promote the friendship and understanding between Chinese people and people of other countries to create and maintain a peaceful international environment. It is a strategic task (State Education Commission, 1994, pp. 98). Therefore, the success or failure of foreign students work is closely related to China's future role in the world. To develop education of foreign students, we need to adjust and reform some teaching and management policies and practices to make them suitable with international standards in order to optimize the study environment, to attract more foreign students to study in China. Vigorously developing the student education, and reforming of Chinese higher-education teaching and management mode will promote the internationalization of higher-education in China.

## **2. THE IMPORTANT ROLE OF FOREIGN STUDENTS EDUCATION IN INTERNATIONALIZATION OF HIGHER-EDUCATION**

First of all, foreign students education development and the extent of the internationalization of education is to measure an important indicator of the level of university education, is the needs of university development and modernization, the needs of creating world-class universities. It is also the concrete manifestation of the

internationalization of higher-education. The tide of cross-border school, large-scale study of higher-education and the growing international cooperation and exchange make the internationalization of higher-education an unstoppable trend, which force the country's education market open to the world in the global education market. The development of each university is facing the open and competitive situation, so we must implement the international strategy to make full use of world resources of higher-education, to learn the successful experience of foreign higher-education and actively participate in the competition of the world of educational resources in the competition in order to improve the quality of education and school level to enhance the international status and competitiveness of domestic colleges and universities.

Second, foreign students education is an important measure to promote the internationalization of education. The international reputation of a modern university's is an important condition to define the university as a world-class university, and the training number of foreign students will inevitably become an important indicator in the standards for international exchange. The joint statement issued by Foreign Minister Klaus Kinkel, German Federal Minister for scientific research and technology and foreign minister Kinkel on May 24, 1996 said that "foreign students is the wealth of the external cooperation of the German universities. Japanese believe that to accept foreign students can increase the charm of Japanese universities to promote the internationalization of their universities" (Chen, 2002). The foreign student education can also promote the internationalization of the faculty building and building disciplines. The construction and development of the university to accept and train foreign students, teachers enhance their professional and English language proficiency in the teaching process, and actively sent to participate in international academic conferences as a visiting scholar and other forms, to promote the level of faculty teaching and research improved; in school management, foreign students education will help improve the international standards of the University of Management.

Moreover, foreign students education will promote the construction of the diversification of campus culture and help to construct harmonious campus. Harmonious campus is to mobilize all positive factors to stimulate the ability of all innovation, to respect for cultural differences, inclusive and diverse culture, and the campus of different groups at different levels of people gather together, respecting each other's differences in the formation of some ideological consensus, so as to enhance the campus culture cohesion.

In short, the internationalization of higher-education in China and foreign students education complement and closely link with each other. The rapid development of the foreign students will promote the internationalization of higher-education.

### **3. IMPROVE THE MANAGEMENT METHOD ON FOREIGN STUDENTS EDUCATION FROM THE PERSPECTIVE OF CHINESE HIGHER-EDUCATION INTERNALIZATION**

The success of the Olympic Games held in 2008 China has made China become the focus of the Asia and even the world. China has showed great toughness in the global economic crisis, which has made the world have full confidence in China's future. We should continue to implement the opening-up policy and take full advantage of the characteristics of universities to innovatively develop the education of foreign students, and nurture the school's brand with the distinctive features.

#### **3.1 The Scale of China Foreign Students Education Should Be Expanded**

To increase the scale of the number of students and country sources and expertise count and to attract more foreign students to China must establish the marketing concept, changing the "passive" enrollment to actively participate in the Education Fair organized by government sector, and do school publicity enrollment based on local use of school characteristics. For example, many developed countries such as USA, UK, Canada, Australia and other countries have set up the advisory body abroad by virtue of the internationalization of higher-education, and employ marketing staff to hold various activities to advertise their own university. For example, in recent years, dozens of universities in the United Kingdom have jointly held UK Education Exhibition in Beijing, Shanghai, Hangzhou and other places, which have greatly improved its reputation in China. Under the active operation of British Council, the British Institute of International Education (UKCOSA), British Higher Quality Assurance Agency (QAA) and other organizations, the number of international students to the Britain has increased from 9.64 million in 1978 to 22.5 million in 2001 while the source of students has expanded from European countries to Asian countries. University of British Columbia in Canada has clearly stated in the strategic planning that they make efforts to the campus internationalization. In order to increase foreign students and expand the students sources, the university makes fine and informative enrollment information and develops enrollment strategies according to different countries, regions. Therefore, our colleges and universities should start the external marketing campaign as soon as possible, and actively explore foreign students education market, and expand the scale of foreign students education.

#### **3.2 The Schools Should Specialize Their Majors and Innovate the Teaching to Improve the Quality and Level of Training of Foreign Students**

The scientific concept of development also pointed out that only with innovation can the vitality occur. Practice

has proved that innovation promotes to develop. There is no possibility to surpass if we only copy others' experience in education and school system. Innovation is the theme of internationalization of higher-education in all countries. Throughout the course of development of the world of higher-education, the historical development of the internationalization of higher-education is actually a process of continuous innovation of higher-education. "That Europe was able to dominate the world for a long time in higher-education development model, is not only because it has excellent academic tradition and strong institutions and culture, but also and more importantly because they focus on higher-education reform and innovation from the religious reform of higher-education to the natural sciences into the field of higher-education, and then to the Humboldt reforms which attached great important to the academic freedom and the unity of research and teaching which have all embodies the innovation of school system and the educational philosophy" (Xu, 1999).

Only thorough adjusting the direction of running of higher-education timely and focusing on its own innovation based on the school's practice can a school better develop their higher-education and innovation to make the internationalization of higher-education in China successfully, Yunnan University of Finance and economics, a provincial financial institution, has made gratifying achievements in education of foreign students due to its courage to grasp the opportunity and the use their characteristics of financial professionals to innovation and development. In just a few years, the school has developed the school structure of three levels which separately are language students, undergraduate and graduate students and the number of long-term students has quickly grown to nearly 460 people, which is unique in Yunnan Province. The university is named as "Yunnan regional economic cooperation base in personnel training", and has achieved good social reputation. Recently, Shandong University of Science and Technology is also actively using the school professional feature to cooperate with universities in Vietnam and Mongolia to attract foreign students to China.

#### **3.3 We Should Introduce Advanced Foreign Educational Resources to Reform the Higher-Education System, Set the Curriculum System and Other Forms of International Standards to Promote the Internationalization of Higher-Education in China**

At present, some policies and practices of China's current foreign students teaching and management mechanism has not yet reached international standards, which has affected the enthusiasm and recognition of foreign students to our education. Thus, we should make the necessary adjustments or reform on current policies and practices so as to vigorously develop China's foreign students

education and the internationalization of our disciplines and professional structure, which not only conforms to the development trend of international science and education, but also meets the needs of foreign students and further promotes the development of Chinese international education. In addition, the issue of internationalization of teaching language is waiting to solve. Most of the Middle East and South Asian students select the professional curriculum to teach in English because of the English culture affect. In accordance with the provisions of the Ministry of Education, Chinese level of Foreign Students should reach a certain level (at least one year of Chinese language learning) to conduct professional learning, which has greatly extended their learning time in China, and has become an important constraint factor to our foreign students in the development of education. Students from Sri Lanka, for example, is very interested in the civil engineering profession, but very few colleges and universities teach this course in English in China, so they have to switch to other major or go to another country to study. Therefore, universities should make great efforts to train teachers, and open up foreign language teaching professional and curriculum to provide opportunities for our country to attract more foreign students and to create better conditions for the development of our students' education.

### **3.4 The Students Management and Services Should Be Well Provided**

The foreign students are from different languages and cultural backgrounds, which will inevitably lead to cultural conflict in the management process and will require the personnel of supplying management and service to foreign students having the cross-cultural awareness and interpersonal skills for foreign students day-to-day management. Therefore, establishing cross-cultural communicative competence is an important part of foreign students management and staff capacity, especially that since the foreign students are from different religions, we should adhere to the people, respect their religious beliefs and carry on active and effective communication with foreign students to the smooth management on the basis of

cultural integration. In addition, colleges and universities should improve the quality of logistics services, such as the construction of Islamic restaurants, to provide high-quality services for foreign students so that they are satisfied with the learning and life in China.

The education of foreign students is the driving force of development of the internationalization of higher-education in China. Internationalization of higher-education is the demands and the trend of economic globalization and future education. Only by thoroughly implementing the scientific concept of development, and actively exploring innovative schools and constantly strengthening exchanges and cooperation can we take an invincible position in the world competition of the educational resources and to guarantee smooth development of the education of foreign students in China, as result of which China can become a big country of accepting foreign students.

---

## **ACKNOWLEDGEMENTS**

---

This thesis is one of the part of the Master Education innovation project Research on the Juris Master Education Characteristics in Local Science and Technology Universities (SDYC11021. of Shandong province in 2011; The Master Education innovation project of Shandong University of Science and Technology in 2011.

---

## **REFERENCES**

---

- CHEN, X.F. (2002). *Editor of the Internationalization of Higher-Education: A Cross-Century Trend of*. Fuzhou: Fujian Education Press.
- LIAN, S. (2002). Study on Chinese and Western Thinking Way. *Foreign Language and Foreign Language Teaching*.
- LIU, W. (2010). Study on Cross-Culture Management and Method of Overseas Students. *Science Theory*.
- State Education Commission, Department of Foreign Affairs. (1994). *History of Education and Foreign Affairs and the Current Policy* (p. 98).
- Xu, H.N. (1999). Foreign Students Education Development Concept. *China's Higher-Education Research*.