

## **The Strategic Research of Sustainable Development in Chinese-foreign Cooperation in Running Schools**

### **RECHERCHE STRATÉGIQUE DE DÉVELOPPEMENT DURABLE DE COOPÉRATION SINO-ÉTRANGÈRE DANS LA GESTION DES ÉCOLES**

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**Abstract:** At the end of the 20<sup>th</sup> century, Chinese-foreign cooperation in running schools has appeared. Especially after our country's accession to WTO, the development of Chinese-foreign cooperation in running schools has remarkably developed with a larger size appearance over time. As a result, the educational levels constantly improve and educational models increasingly diversify. However, with the profound development of Chinese-foreign cooperation in running schools, various new questions emerge. The existing researches have broad discussed and proposed some constructive strategies and suggestions. Thus, those researches concentrate on the existing problems in Chinese-foreign cooperation in running schools with specific regional observation and lack of general analysis.

**Key words:** Chinese-foreign cooperation in running schools; higher education; internationalization; sustainable development

**Résumé:** À la fin du 20<sup>e</sup> siècle, la coopération sino-étrangère dans la gestion des écoles est apparue. Surtout après l'adhésion de notre pays à l'OMC, la coopération sino-étrangère dans la gestion des écoles s'est remarquablement développée avec une apparence de plus grande taille au fil du temps. En conséquence, les niveaux d'enseignement s'améliorent constamment et les modèles d'enseignement se diversifient de plus en plus. Cependant, avec un développement profond de la coopération sino-étrangère de la gestion des écoles, de nouvelles questions diverses s'apparaissent. Les recherches existantes ont proposé des stratégies constructives et des suggestions. Ainsi, ces recherches se concentrent sur les problèmes existant de la coopération sino-étrangère dans la gestion des écoles avec des observations spécifiques régionales et le manque d'analyse générale.

**Mots-clés:** coopération sino-étrangère dans la gestion des écoles; enseignement supérieur; internationalisation, développement durable

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## INTRODUCTION

Sustainable development refers to meeting people's current needs without undermining the future generations' possibility of meeting their needs. There are four basic principles to abide by: the contingency principle, the fairness principle, the sustainable principle, community principle. Chinese-foreign cooperation in running schools belongs to the education service in form of commercial existence. The schooling surplus is to put into the educational activities and improving the conditions. It should enforce the planning of subjects and the leading of policies. The civil universities should be led to find the partner in the field of new, emergent, weak and vacant. To reinforce the construction of the system, further perfect the related policies and laws, deal with the relationship between the publicity of civil education and industrialization of foreign education.

To promote the development of Chinese-foreign cooperation in running schools and bring in the foreign fine educational sources are the core of Chinese-foreign cooperation in running schools. It is important to choose the cooperative partners and subjects that are suitable for social development and need. When bringing in the fine foreign educational sources, we must bring in the well-known universities' sources or the urgent needed subjects and majors from unwell-known universities. It is also important to bring in their characteristics and successful experience, the advance courses and textbooks, the experience of constructing the teacher group, cultivation experience, the teaching ideas, modes and methods. On the assumption of securing the social benefit, it should consider the schooling benefits, in this way, the Chinese-foreign cooperation in running schools can be in sustainable development.

### 1. THE ADJUSTMENT OF OUR GOVERNMENT EDUCATION LEGISLATION AND POLICY UNDER THE STRUCTURE OF WTO

Educational development strategy is an important part of our country's whole development strategy. Since the 1980s' opening and reform, with the guideline of "globalization and localization", our country actively takes part in the economic globalization, gradually set the development strategy of actively participating and keep up with the time. Especially when having entered the WTO, our government has only made partly promises in the educational service trade. Our country is now strictly managing and examining the process, learning the educational ideas, management experience, teaching contents, modes and methods which are all beneficial to our country. We should manage the relationship between educational sovereign and opening the education market, open the field of service trade under some conditions and process.

The promise of educational service on the one hand calls our country to learn more about the advanced experience of foreign education development, cultivate the urgently needed people in all kinds of fields; on the other hand, our country should take control and supervise the education on the basis of keep our country's basic political cultural and economic interests. We have different promises in terms of market access according to different phases and categories.

Our government hasn't made any promise in opening market in compulsory education, or the military, police officer, politics, party school education. In the educational categories, it is the limited opening for pre-school education, high school education, higher education, occupational education and adult education. But the country encourages higher education, occupational education, and adult education to have cooperation in running schools cooperative schooling. So to meet the commitment of entering WTO and free from the lost of our own interests is the most important matter. Every detail in WTO service trade rules is closely connected with the nation. Our country must take part in the negotiation of education service trade. The fact that we seldom have the power of discourse in make the education service rule has taught us an important lesson.

Chinese-foreign cooperation in running schools is the new phenomenon in educational field after reform and opening. For the reason of its fast development, it has become the important part of higher education's reform since reform and opening. As our country's entering the WTO, the scale of educational reform is continually deepening, the schooling scale is enlarging, the schooling levels are gradually improving, schooling modes are diversified. The Chinese-foreign cooperation in running schools has come to the all-round developing phase judged by the approved numbers of Chinese-foreign cooperation institutions and projects, the distribution of cooperative countries and majors.

In order to promote our education's internationalization, to create a sustainable law environment for the sustainable development of Chinese-foreign cooperation in running schools, we should make the promises in the field of education service trade into law. Make sure that our national sovereignty not be offended, better urge the government to supervise the education concerning foreign countries, regulate and perfect the study abroad market, enhance the checking of foreign educational institutions or universities, to protect and restrict the both sides. And there are still some administration regulations and laws to be reinforced.

With a view to address the challenges of globalization, there wails a rising chorus that the quality provision in cross-border higher education should be built and there comes an inevitable trend to establish a quality assurance system. In the working conference held in Tokyo, May 2005, the delegates deliberated and passed the "Outline for Quality Provision in Cross-border Higher Education (draft)", which was carried out by UNESCO in collaboration with OECD in November 2004. The draft set out suggestions to governments, student bodies, quality assurance and accreditation bodies, higher education institutions, academic and professional recognition bodies respectively. Within a framework of *The Recognition of Studies, Diplomas and Degrees in Higher Education*, countries in Asia-pacific region are in hope of more transparency on an internationally used criteria and standards for procedures and systems of quality assurance, accreditation and recognition of qualifications in cross-border higher education. China should study and judge these motions in line with their relevant impact on cross-border educational co-operation, in particular, on Chinese educational outputs. Desiring to ensure the direction and the quality of Chinese-foreign cooperation in running schools, Chinese government, in a framework of WTO, highly values the quality of educational inputs and strictly monitors output bodies about their capabilities of running schools. Meanwhile, the government continuously exerts effort to improve the accessibility at foreign sector and the quality standard in Chinese-foreign cooperation in running schools.

The development of the project of Chinese-foreign cooperation in running schools is beneficial to the full expansion of foreign exchange and cooperation in education, increases the communication with those developed countries in education and promotes the introduction of the first-class education resources of the world. With the support of the government policies, the international advanced education will be combined with Suzhou local circumstances and develop increasingly. Therefore, it's important to provide a good policy environment for the Chinese-foreign cooperation in running schools. To obtain permanent social benefits, it's necessary to promote the signed projects and implement Chinese-foreign cooperation in running schools. The key to obtain benefits is the promotion and the implementation of the projects, which means to amplify its social influence and realize its educational purpose. The internationalization of education will first take *Going Out and Inviting Others Policy* and further the opening up of education in the initial stage. Originally the Chinese-foreign cooperation in running schools projects were among institutions of higher education, and nowadays they also appear in basic education stages. It is clarified in the new cooperative schools' ordinances that the cooperation in running schools in vocational education is encouraged. It is a challenge to the cooperation, so more detailed rules should be drawn up which will promote the implementation in the basic level.

## **2. ATTACH IMPORTANCE TO SELF BRAND-BUILDING TO BALANCE THE INPUT AND OUTPUT OF EDUCATION IN THE FRAMEWORK OF WTO**

During the 10 years' processes after entering WTO, our country constantly make great effort on redeem the words when entering WTO, the main form of opening to the outside world in education is the realization of educational input or educational service import by sending state-funded or self-supporting international students, or by the project of cooperation in running schools with other countries, however, in the business of educational service in our country, educational input and output are extremely imbalanced, regardless of attracting foreign students to study in China or adding Confucius Institute and Chinese Language Training Center into educational output, it can not compare with state-funded or self-supporting international students both in scale and effect. Although the imbalanced situation has been improved recently, a lot of work still needed while to be a great educational powerful country as Austria, USA and UK. With the premise of following the promise for entering WTO and allowing studying abroad, the government can attract international students through the integration of superior educational resources and the expansion of advocacy. To design diverse learning styles, provide safe and convenient living environment, create new management models and offer more scholarships, all these contributes to attract more state-funded or

self-supporting international students to study in China. In addition, the government should provide best living conditions for bring the talents into China, especially to attract outstanding overseas students to start an undertaking in China.

A brand is the lifeline of the cooperation in running schools. However, it is on the basis of school running quality. In the process of Chinese-foreign university cooperation in running schools, the Chinese partner is supposed to search for a cooperative partner which both enjoys a good reputation and ranks among the top universities abroad. The Chinese should place quality before quantity to establish the brand cooperation project. It is sure not to pursue economic benefit blindly instead of neglecting the brand and quality. The Chinese partner is able to select its admiring foreign partner through its understanding of overseas universities or through the biyearly Chinese-foreign education exchange exhibition. Besides, both sides should regard its partner as the appropriate one to cooperate. The Chinese ought to introduce foreign educational resources to conduct substantial cooperation, set up the cooperative brand and feature mutually. As the brand and feature is the elementary condition for Chinese-foreign cooperation in running schools to participate in the international education market competition.

The branding management for Chinese-foreign cooperation in running schools is the power to achieve sustainable development of education. Attracting overseas well-known universities to found branch campuses in China can enhance the world competition ability of Chinese higher education and its extent of internationalization. Against the background of depression caused by global financial crisis, the excellent teaching quality and high-gold diploma created by those famous universities abroad is bound to lay a solid foundation for the students' study and employment. Particularly, the learning experience of well-known universities abroad plays a critical part in the development of a student. Chinese-foreign cooperation in running schools adjusts to economic globalization and higher education internationalization's demand for talents. Its sufficient income is able to make up the shortage devotion for higher education. By means of cooperating with foreign universities in running schools and utilizing their mature running experiences and superior educational resources, it's possible to improve the running capability and competitive force of Chinese higher education and strengthen the running features of Chinese universities.

Establishing quality guaranteed system contributes to the success of competition in Chinese-foreign cooperation in running schools in the world. We should use current teaching evaluating system for reference and takes account of practical situation of Chinese-foreign cooperation in running schools to make high-standard quality guaranteed system and teaching evaluating system which is fit to our current situation. During the period of Chinese-foreign cooperation in running schools, the management and operating efficiency ought to be improved. Optimization of teaching staff and academy settings and reforming of textbooks are vital to the sustainable development of Chinese-foreign cooperation. The advantage of Chinese-foreign cooperation is that it is managed by the Bureau of Education and the government and submits to official rules of international exchange. Chinese colleges and universities can check the qualifications of the foreign teachers under the help of foreign affairs office when the Bureau of Foreign Experts issues the certificate. The employment of foreign teachers should be very strict.

It is crucial for Chinese-foreign cooperation in running schools to optimize academy settings and import the subjects which are advanced in the world or badly in need in our country. Subject settings of cooperative project should stress the development of multidisciplinary and diversity, and try to import forward-looking subjects in hi-tech field and life. But little invested and easily operating subjects badly result in the inclination to the same. New subjects and majors will help the branding and characteristic development of cooperative projects. The exchange of Chinese and foreign teachers and the construction of Chinese teaching staff is realized by the cooperative projects, which helps Chinese teachers know the latest knowledge, information and teaching mode in the world. Furthermore, they can spend more time and effort on teaching methods. Above all, in this way the students can adjust to the new need of internationalization and globalization.

### **3. SEIZE THE OPPORTUNITIES OF CHINESE-FOREIGN COOPERATIVE EDUCATION INSTITUTIONS UNDER THE INTERNATIONAL FINANCIAL CRISIS**

The international financial crisis has lead to the decrease of GDP in the countries around the world, the decline of government revenue, the increase of unemployment, and even the decline of household income and consumption. Originally, expected to lighten the family financial burden when studying abroad, many

Chinese students are faced with a big obstacle, that is, a fact that there exists the depression in some western countries, which causes the natives seek for a suitable job difficultly. Therefore, some parents choose for their children to study in the Chinese-foreign cooperative education institutions for further study.

For students, they can enjoy the advanced international education in China without going abroad to study, which make them save money and lay a solid foundation for the employment or further study overseas. Choosing to obtain education in such institutions, students who have no any stress and economic pressure will feel free to live and study there with few burden to their parents.

The international financial crisis has a negative impact on education directly. Owing to the decline of government revenue, here comes the decrease of education funds. With the economic downturn in many foreign countries, foreign universities' funding for exchange education will be reduced as well. Consequently, the improvement of teaching circumstances and the opportunities for academic exchanges and visits are likely to be decreased increasingly, especially for the Chinese-foreign cooperative education institutions in China.

In the shadow of the financial turmoil, a lot of overseas talents have begun to return to China and started their own enterprises. Relying on their own overseas qualifications, experiences and ability and with some effective communication platforms and preferential measures at home, the students hope for their own stages of development. A lot of Chinese-foreign cooperative advanced education has absorbed many returnees to enrich the teaching ranks in the international financial crisis, who have rich practical experience, pay much attention to the combination of theory and practice, put emphasis on practicality and feasibility and employ more case studies, and interactive ways in classrooms. This greatly promotes the education for all-round development and reform of teaching methods required by Chinese-foreign cooperative education. With the intensification of the financial turmoil, some foreign universities cooperating with China in running schools expand overseas markets actively to make up for insufficient funds, by means of increasing the number of international students, relaxing the admission policy and reducing the difficulty of applying visas. Thus, they meet the needs of the "2+2" or "3+1" students in cooperative education programs to go abroad for further studies.

## **4. THE DEVELOPMENT STRATEGY OF CHINESE-FOREIGN COOPERATION OF UNIVERSITIES UNDER THE INTERNATIONAL FINANCIAL CRISIS**

### **4.1 The International Strategy of Cooperation in Running Schools**

Since the international financial crisis, several universities abroad paid more attention to foreign cooperation in running schools to cope with economic difficulties, especially through Chinese-foreign school cooperation, to develop the market of Chinese education and to obtain maximum economic benefits, seize the international market of higher education. Thus, the Strategy of Chinese-foreign Cooperation in running schools could be "2+2", "2+1+1" or "3+1" etc., which brings about a fact that Chinese and foreign schools can teach students by steps, and they admit their course credits mutually, choose their majors freely and could take the internal course to further study. The fact that the students enjoy the international education resources and finish the relative courses could not only save money for study abroad, but also obtains the education levels confirmed by home and abroad. In addition, Chinese-foreign cooperation in running schools needs to build the international course system. The international financial crisis gave big influence to the mode of the cultivation in professional business study of business college, especially the education of financial professional. The cooperation program must introduce advanced course and books, fulfilling the vacancy of domestic high school even subjects. It is our center of Chinese-foreign cooperation in running schools that cultivating the advanced professional talents in logistics, animation manufacture, software design, digital television and flower design, etc..

### **4.2 The Marketing Strategy of Cooperation in Running Schools**

With the rapid progress made in the period of Chinese-foreign cooperation in running schools, all over the world pay much attention to the benefits brought by the cooperation in running schools which will further the formation and development of international education. So, Chinese-foreign cooperation in running schools must follow a industrialization and market road. Although nowadays the nature of Chinese-foreign

cooperation in running schools is public service and efforts should be made to plan and market the regulation mechanism, to unify business and industry, management benefit and social benefit, public and profitability. Our government should open our education market unswervingly, under the protection of the People's Republic of China on Chinese-foreign cooperation in running schools ordinance, adding the autonomy of Chinese-foreign cooperation in running schools, following the running of educational rules as well as market rules. At present, the international financial crisis is sweeping the globe, and the more freely development space and relative supporting strategies given by government are the basic successful securities

### **4.3 The Rational Strategy of Cooperation in Running Schools**

Facing the serious economic situation and the stress of entering schools and getting a job taken by the international financial crisis, the parents should think more logically when choosing a Chinese-Foreign school, and the idea of "Close to Choose major, Far Employment" should be the thought under the international financial crisis.

Our parents should have long-term vision and pay more attention to choosing schools whose education investment and risk factors are less than overseas "domestic foreign study", using the high quality education resources of Chinese-foreign cooperation in running schools to gain the ability of thinking and cooperation and learn the international knowledge, practice directly at home and benefit for children's future, cultivating them competitive international talents

### **4.4 The Multi-strategy of Cooperation in Running Schools**

The international financial crisis should encourage the multi-development, followed the policy of "bringing in and going out" in the Chinese-foreign cooperation in running schools. At present, our country mostly focuses on the sector of "bringing in", and little on the "going out" sector. The international education and its scale is the significant factor to value the degree of internationalization of higher education. China remains the second-largest sources of students to the U.S. international education, only next to India. International students' tuition fees, living and other expenses can bring the U.S. each year nearly 180 billion dollars in revenue. Therefore, improving the school conditions and take measures to attract the foreigner students are the first task for the international education level in our country. The rapid development in the foreign students' education will become an international educational exchange booster, and students' cross-border movements will also contribute to our country to carry out various forms and levels of international exchange and cooperation. Foreign students will not only bring our country considerable economic benefits, but can also help the surplus domestic educational resources find a way out. And foreign students come to study in China, will definitely promote the spread of the Chinese language, Chinese medicine and traditional culture.

## **CONCLUSION**

The basic and first condition of Chinese-foreign cooperation in running schools is the input foreign resources in teaching, intellectual property rights and teachers, etc. The final and highest goal should be the process that first from direct introduction to achieve the course grafting of home and abroad, then localize the course and the faculty, develop to internationalization and create out its own brand. Chinese-foreign cooperation in running schools fulfilled the disadvantage of domestic high-quality education resources, took part in international competition and improve our education international competition, for the purpose of cultivating excellent international versatile talents with creative spirit. On the basic of foreign-related law construction, education quality guarantee system and authentication system and efforts should be made to introduce several world-famous universities which hold independently public branch schools and cooperation in running school. The low proportion of self-founded student studying abroad leads to the brain drain with immeasurable capital outflow. Actively attracting universities abroad to set up branch schools, making them into the programs of Chinese-foreign cooperation in running schools, the economic benefits of Chinese-foreign cooperation in running schools must be higher than "consumption abroad" under the background of the educational service trade. The educational service trade is bidirectional, besides introducing the advanced education resources, to enhance overseas schooling and enlarge the quantity of the students studying abroad also promotes our education level of opening-up. Great efforts should be made to combine "bringing in" and "going out", take part in the competition and

cooperation of international education market, enlarge the development mode of overseas students to China, use the traditional culture such as promoting Chinese, developing and expanding traditional Chinese medical science to occupy foreign education market. We should spread our traditional culture through enforcing the overseas schooling of Confucius College and enlarge the enrollment of foreign students Chinese-foreign cooperation in running schools can bring the considerable economic benefits to the exporting countries; promote the international understandings through the cultural infiltration; the internationalization of the higher education courses of the importing countries and the development of the human resources; the reform and development of the higher education; reduce the loss of personnel and foreign exchange; bring the high-quality foreign educational resources; and enhance China's competitiveness in the international education market.

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