The Significance, Current Situation and Countermeasures of Developing Competitive Intelligence Education in Chinese Universities

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Abstract

It is of great significance for colleges and universities to develop competitive intelligence by providing talent support for social and economic development, promoting students' diversified development, optimizing curriculum system, promoting specialty construction, enhancing students' professional ability and promoting college students' employment and entrepreneurship. Competitive intelligence major education is not systematic, competitive intelligence general education is obviously lacking, and the construction of teachers, courses and teaching materials lags behind, which is the basic situation of competitive intelligence education in colleges and universities. Actively developing the professional education of competitive intelligence, steadily promoting the general education of competitive intelligence, intensifying the teaching reform and improving the teaching quality are the basic strategies for implementing competitive intelligence education in colleges and universities.

Keywords

Universities; Competition; Education.

1. Introduction

Competitive intelligence is information and research on competitive environment, competitors and competitive strategies. [1] In 1980s, developed countries in Europe and America began to systematically study and practice competitive intelligence, and then competitive intelligence theory was gradually introduced into China. At present, with the strategic adjustment of China's economic structure and industrial optimization and upgrading, competitive intelligence has been gradually recognized and valued by many domestic enterprises, and some enterprises have gradually explored the application of competitive intelligence in commercial competition and technology research and development. Therefore, the demand for competitive intelligence professionals and talents with certain competitive intelligence awareness and skills is gradually increasing. What is incompatible with this is that the development of competitive intelligence education in Chinese colleges and universities is lagging behind, which is incompatible with the social demand and the demand of cultivating talents. It is urgent to strengthen competitive intelligence education according to the market demand and the needs of students' growth and talents.

2. The Significance of Competitive Intelligence Education in Colleges and Universities

2.1. Provide Talent Support for Social and Economic Development

Through the analysis of the competitive environment, we can find opportunities and risks, master the competitors' trends and strategies, obtain the basis for strategic decision-making, make market response, avoid decision-making risks, realize the continuous improvement of

enterprise performance and benefits, and then gain or maintain competitive advantage. Not only that, in the process of enterprise technology research and development, the role of competitive intelligence is increasingly prominent. With the acceleration of scientific and technological innovation, the product life cycle is greatly shortened, and it is difficult for enterprises to maintain their technological advantages. Therefore, enterprises can avoid the risks of technological research and development to the greatest extent by introducing talents and utilizing competitive intelligence, and improve their technological competitiveness.

2.2. Page Numbers Promote Diversified Development of Students

At present, China's higher education has entered the stage of popularization, with more than 40 million college students and more than 10 million college graduates in 2022. The employment situation of college graduates is complicated and severe. The competition among students is fierce, and even there are many thousands of people competing for one post. At the same time, it is difficult to recruit suitable candidates for some well-paid jobs, and the shortage of skilled workers in developed coastal cities is still grim, showing serious structural contradictions in employment. Besides the national and school factors, an important reason is that quite a number of students lack the awareness and skills of competitive intelligence, fail to use the knowledge and skills of competitive intelligence to scientifically analyze the competitive environment, competitors and competitive strategies, and lack the corresponding positioning and strategic planning for daily study and graduation employment, which generally leads to the single academic planning and development direction of college students, and fail to achieve diversified and misplaced development.

2.3. Optimize the Curriculum System to Promote Professional Construction

As competitive intelligence has been widely used in enterprise management and technology research and development, society needs not only competitive intelligence professionals, but also other professionals with certain competitive intelligence professional qualities. Therefore, competitive intelligence should also be taken as the core professional competence of students in personnel training of related majors, such as economic management, business tourism, news media, public management, art design, manufacturing and other related majors, and the students they cultivate should have certain competitive intelligence literacy. Therefore, according to the needs of social development, colleges and universities should adjust the talent training plan in real time, and incorporate competitive intelligence into the relevant professional curriculum system, which is conducive to optimizing the curriculum system and promoting professional construction.

2.4. Improve Students' Professional Ability

Through the general education of competitive intelligence, we will gradually cultivate the consciousness and concept of competitive intelligence, master the basic methods and means of competitive intelligence theory, collection, analysis and synthesis, possess the ability of intelligence collection, information analysis, comprehensive ability and intelligence utilization, and be able to cope with market changes, thus laying a good foundation for stepping into the society and joining in the development of the workplace. [2] Through the development of information quality education oriented by decision support, we can cultivate college students' information awareness, information collection ability, information analysis and utilization ability, improve their innovation ability, and then improve the quality of personnel training. [3] At the same time, the competitive intelligence course not only needs to impart information retrieval skills to college students, improve their information literacy and intelligence acquisition ability, but also enables them to master a set of intelligence analysis methods, such as SWOT analysis, benchmark analysis, scenario analysis, patent analysis, etc., and apply these methods to analyze specific events, draw corresponding conclusions to guide actions, and then

correctly make strategic judgments and carry out specific activities. [4] These abilities are all components of college students' professional abilities, and can be continuously improved with the accumulation of experience in the process of work practice.

2.5. Promote College Students' Employment and Entrepreneurship

First of all, through competitive intelligence education, the majority of students can correctly and reasonably judge the competitive environment, constantly adjust their employment ideas, find out the employment information suitable for them in time, and avoid disadvantages in the process of applying for jobs successfully. Secondly, in the aspect of students' career planning, we can use the competitive intelligence principle to determine the career goals according to the students' own conditions, career ideals, hobbies and other internal conditions, and determine the technical methods to achieve the career goals according to the social basic environment and development trends, external opportunities and threats and other external conditions, and constantly revise them in practice, so as to achieve the career goals. At the same time, applying competitive intelligence theory to entrepreneurship can provide more effective solutions to the problems existing in the process of entrepreneurship, such as technology research and development and introduction, market development and product sales, risk prevention and control, business management, etc. At the same time, it is also possible to discover the problems and shortcomings of competitors, especially the markets that competitors have not yet occupied, etc. All these can effectively improve the success rate of starting a business. [5]

3. Status of Competitive Intelligence Education in Colleges and Universities

3.1. Promote College Students' Employment and Entrepreneurship Competitive Intelligence Professional Education Is Not Systematic

At the level of undergraduate education, only some colleges and universities offer competitive intelligence or information analysis courses in related undergraduate majors, but they have not been able to build a relatively complete curriculum system, which is far from the demand of competitive intelligence professionals. Level education is basically not involved. From the point of view of professional education distribution, related majors are mainly distributed in "double first-class" universities with few distribution points, and the number of trained talents is very limited, which is rarely involved in general undergraduate colleges and colleges. Therefore, China's competitive intelligence professional education can't meet the needs of the society for applied and skilled competitive intelligence professionals, and it needs to be vigorously developed.

3.2. The General Education of Competitive Intelligence Is Obviously Lacking

At present, with the extensive application of new generation information technologies such as cloud computing, big data, Internet of Things, artificial intelligence, etc., the development of digital technology and digital economy is in the ascendant, and the national attention to information construction has reached an unprecedented height. However, the emphasis on competitive intelligence education in Chinese universities can't keep up with the pace of information development, and they haven't deeply realized the significance of competitive intelligence to students' study, employment, entrepreneurship and growth. It shows that few colleges and universities generally offer competitive intelligence general courses or carry out related education for students. Although some colleges and universities offer literature information retrieval courses, this course focuses on the cultivation of students' information retrieval skills and information literacy, and cannot replace the position and role of Competitive Intelligence course.

3.3. The Construction of Teachers, Courses and Teaching Materials Lags Behind

Because competitive intelligence is an interdisciplinary subject that combines management and information science organically, teachers are required to have two academic backgrounds, and domestic teachers who are qualified for competitive intelligence education and teaching are scarce, which makes the general courses of competitive intelligence in domestic universities lack effective teacher guarantee. In terms of curriculum construction, the teaching content of competitive intelligence courses in China is generally single, and only one course is generally set up for related majors. The teaching methods of competitive intelligence courses are mainly classroom teaching, [6] lack of practical links and insufficient introduction of typical cases of enterprises. At the same time, there are few newly published teaching materials in recent years, which does not match the trend of vigorous development of information technology and the requirement of timely updating of teaching materials.

4. Basic Strategies of Competitive Intelligence Education in Colleges and Universities

4.1. Actively Develop Professional Education of Competitive Intelligence

At present, although the professional education of competitive intelligence in colleges and universities has a certain scale, the structure is very unreasonable in terms of training level, type and specialty distribution, and the number of talents trained is limited, which does not meet the actual needs of society. Therefore, colleges and universities can actively develop competitive intelligence professional education on the basis of investigating social needs. Besides relying on the existing doctoral and master's disciplines, they can also set up competitive intelligence majors in related undergraduate majors to meet the diverse needs of society for competitive intelligence talents. At the same time, colleges and universities, especially some higher vocational colleges, can combine business data analysis and application, fiscal and taxation big data application, Internet marketing and other majors to explore and develop the training of skilled competitive intelligence talents in vocational education.

4.2. Steadily Promote the General Education of Competitive Intelligence

In order to improve college students' competitive intelligence awareness and skills as a whole, colleges and universities can steadily promote competitive intelligence public education according to their own reality. First of all, colleges and universities can form the basic conditions for implementing general education of competitive intelligence by integrating teachers and teaching resources, explore public education of competitive intelligence by offering special lectures and public elective courses, gradually accumulate experience and expand the scope of education, and finally realize that competitive intelligence courses cover all students. Some business and engineering majors should be further strengthened, and competitive intelligence should be included in the talent training program as a professional course or a professional core course. At the same time, as the information service organization of the school, the library has unique advantages in resources and talents in implementing competitive intelligence education. We can explore the organic integration of literature information retrieval courses offered by the library with competitive intelligence courses, or offer them as complementary courses, and regard the library as the teaching and research center for implementing information literacy education and competitive intelligence education in colleges and universities, so as to comprehensively improve students' information and intelligence literacy.

4.3. Intensify Teaching Reform to Improve Teaching Quality

At present, the teaching method of competitive intelligence education in colleges and universities is relatively simple, with more theoretical lectures; The curriculum system is still based on subject theoretical knowledge, lacking practical cases and method skills; There are some problems in practical teaching, such as less class hours, students' lack of opportunities to participate in the practice of competitive intelligence, weak related skills, and further improvement of teaching effect. To further strengthen the teaching reform, adjust and optimize the teaching content of the course, master's degree education, undergraduate and junior college education can add practical teaching links according to the situation, strengthen the practical training of basic theory corresponding to vocational skills, actively explore case teaching and project task-driven teaching, and form a curriculum teaching mode centered on the cultivation of vocational ability corresponding to vocational posts. At the same time, we should attach great importance to the construction of curriculum resources and teaching materials, take the construction of online sharing courses of excellent resources as the starting point, build a competitive intelligence teaching platform, and continuously enrich teaching resources. Strengthen the construction of teaching materials, and build different types of teaching material systems that are more obvious on a regular basis. At the same time, we should actively improve teaching methods, advocate flip classroom teaching, and enhance students' enthusiasm for participating in teaching, so as to improve the teaching effect.

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