

Research on the Reform of Higher Vocational Education Management from the Perspective of Business Administration

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Abstract: Against the dual background of the deepening of the strategy of building a strong education country and the continuous acceleration of industrial transformation and upgrading, vocational education, as the core battlefield for cultivating high-skilled applied talents in China, is no longer able to adapt to the development needs of the new era with its traditional management mode, and is facing various adaptability challenges and development bottlenecks. The core ideas emphasized by business management theory, such as systematicity, synergy, demand-oriented, and resource optimization, have broken the limitations of traditional educational management thinking and provided a new theoretical perspective and practical path for the reform of higher vocational education management. This article is based on the core perspective of business administration, closely combined with the current difficulties and development demands of higher vocational education management in China. It systematically analyzes the important value and practical significance of higher vocational education management reform, and explores targeted and implementable reform strategies in depth. The aim is to further optimize the higher vocational education management system, improve management performance and school quality, promote the high-quality development of higher vocational education, and better connect it with the needs of industrial development and serve the overall regional economic construction. The full text revolves around the importance of reform and specific implementation strategies, highlighting the deep integration of business management concepts and higher vocational education management, providing valuable and promotable ideas and references for the reform practice of higher vocational education management in China.

Keywords: Business administration; Vocational education; Management reform; Management performance; Industry adaptation

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1. Introduction

At present, vocational education in China has officially entered a new stage of high-quality development. The Ministry of Education has issued multiple documents related to vocational education reform, clearly requiring the systematic reshaping of the “teaching and production mode” of vocational education, promoting the deep integration of the education chain, talent chain, industry chain, and innovation chain, and building a modern vocational education system. The core goal of vocational education is to cultivate high-skilled applied talents for production, construction, service, and management. The level of management directly determines the quality of talent cultivation and the effectiveness of education, and is

also a key factor affecting the core competitiveness of vocational education. However, some vocational colleges still use traditional administrative management models, which have prominent problems such as fragmented management systems, inefficient resource allocation, unclear demand orientation, and poor departmental collaboration, making it difficult to adapt to the dual needs of industrial upgrading and comprehensive student growth, seriously restricting the connotative development of vocational education. As a comprehensive discipline that specializes in studying organizational management laws, optimizing resource allocation, and improving organizational performance, business administration embodies advanced concepts, such as collaborative management, precise policy implementation, closed-loop control, and people-oriented management. It is highly compatible with the core needs of higher vocational education management reform and can provide scientific guidance for solving management difficulties in higher vocational education. Based on this, from the perspective of business administration, exploring effective paths for the reform of higher vocational education management, solving management problems, and promoting the connotative development of higher vocational education and enhancing its ability to serve economic and social development have important practical significance and value.

2. The importance of reform in vocational education management

2.1. Assist in solving the current difficulties in vocational education management

The current fragmentation and administrative tendency in the management of higher vocational education in China has led to problems such as low management performance, serious resource waste, and disjointed decision-making and execution, which have become key bottlenecks restricting its high-quality development. From the perspective of business administration, as an organic organization that integrates teaching, practical training, scientific research, employment, and other aspects, the management reform of higher vocational education is essentially a systematic optimization and reconstruction of organizational structure, operating mechanism, and resource allocation. It can effectively solve prominent problems such as insufficient departmental collaboration, lack of scientific basis for decision-making, inadequate execution, and inadequate supervision in traditional management models. By introducing the system management concept in business administration, breaking down the barriers between various teaching and management departments, promoting the coordinated linkage and organic integration of professional construction, curriculum setting, teacher training, practical training management, student management, employment services and other aspects, various educational resources can be effectively integrated, reducing inefficient investment and internal resource consumption, promoting the transformation of higher vocational education management from decentralization and extensive to integration and refinement, from administrative leadership to demand orientation and efficiency orientation, effectively improving the scientificity, pertinence and effectiveness of management work, and clearing management obstacles for the high-quality development of higher vocational education.

2.2. Adapt to the demand for skilled talents in industrial upgrading

With the continuous acceleration of China's industrial transformation and upgrading process, the rapid rise of emerging industries and the iterative upgrading of traditional industries have led to profound changes in the demand for vocational positions. This has put forward higher and stricter requirements for the targeted, practical, and innovative training of vocational talents. Business administration always emphasizes market demand orientation and focuses on dynamic adaptation between organizations and external environments. This core concept has important guiding significance and practical value for the reform of higher vocational education management. The reform of higher vocational education management can be based on the perspective of business management, actively connect with industry development trends, accurately capture enterprise job demands, optimize talent training programs, adjust professional structures, update teaching content, and innovate teaching models, so that talent training standards are synchronized and accurately aligned with enterprise job standards and industry development trends. At the same time, by improving the management

mechanism, building a collaborative education platform between schools and enterprises, promoting deep collaboration between schools and enterprises, and allowing enterprises to truly participate in the entire process of talent cultivation, the education model of “industry determines education, industry guides education, and industry transforms education” can be achieved, cultivating high skilled talents with more job adaptability and professional competitiveness, effectively meeting the urgent demand for skilled talents in industrial upgrading, and providing solid talent support for high-quality industrial development.

2.3. Promote the connotative and high-quality development of higher vocational education

Inherent development is the core development direction and inevitable choice of higher vocational education in China. Its essence lies in focusing on improving the quality of education and talent cultivation, and taking a path of characteristic, refined, and high-quality development. Scientific and efficient management is an important guarantee and key support for achieving connotative development. Based on the perspective of business administration, the reform of higher vocational education management focuses on the refinement, standardization, and humanization of management. By establishing and improving various management systems, optimizing management processes, clarifying the division of responsibilities for each position, and improving the supervision and assessment mechanism, it can effectively enhance the efficiency and management level of education and standardize educational behavior. At the same time, reform can always focus on cultivating students’ core competencies and vocational abilities, taking into account the laws of education and teaching as well as the laws of management and operation, promoting the transformation of vocational education from extensive development of scale expansion to connotative development of quality improvement, from homogeneous development to characteristic and differentiated development, continuously enhancing the core competitiveness and social influence of vocational education, achieving sustained, healthy and high-quality development of vocational education, and better playing the backbone role of vocational education in the vocational education system^[1].

3. Reform strategies for higher vocational education management from the perspective of business administration

3.1. Optimize management organizational structure and build a collaborative and efficient management system

Business management always regards the rationality and synergy of organizational structure as the core prerequisite for improving management performance. It believes that a scientific organizational structure can achieve optimal allocation of resources, clear division of rights and responsibilities, and thus enhance the overall operational efficiency of the organization. In response to the prominent problems of rigid organizational structure, overlapping departmental functions, poor collaboration and cooperation, and low management efficiency in the current management of higher vocational education in China, it is necessary to base on the system management concept of business administration, systematically optimize, reconstruct^[2], upgrade and improve the existing management organizational structure, and break down the inherent barriers and thinking patterns of traditional administrative management. Abandoning the previous management model of departments acting independently and dividing into sections, we will establish a collaborative management mechanism with professional group construction as the core. We will organically integrate relevant functional departments such as teaching management, practical training management, scientific research management, employment services, student management, and logistics support, clarify the core responsibilities and specific division of labor of each department, distinguish the workflow and connection nodes of each link, eliminate management blind spots and functional intersections, and form an integrated management system of “top-down linkage, left-right collaboration, clear rights and responsibilities, efficient operation, and closed-loop control”. At the same time, actively drawing on the flat management concept in business administration, streamlining management levels, compressing intermediate links, breaking down information barriers between departments, establishing efficient information sharing and communication mechanisms,

improving the scientific nature of management decisions and the timeliness of execution, ensuring that various reform measures can be quickly implemented and effective, maximizing the utilization of various educational resources, and providing solid organizational support for the reform of higher vocational education management^[3].

3.2. Adhere to a demand-oriented approach and deepen the reform of talent cultivation management

Demand orientation is one of the core concepts of business management, and it is also the core characteristic that distinguishes vocational education from ordinary higher education. It is also the key to achieving precise alignment between talent cultivation and market demand, and improving the quality of talent cultivation. Based on the demand-oriented concept of business management, the reform of higher vocational education management must always revolve around the needs of industrial development, student growth, and social development, comprehensively deepen the reform of talent cultivation management, and build a demand-oriented talent cultivation system that is targeted, practical, and innovative. At the level of professional construction, establish a normalized and institutionalized mechanism for industry demand research, form a professional construction guidance committee in conjunction with industry associations and leading enterprises, use big data technology to accurately analyze and predict industry development trends and talent supply and demand, dynamically adjust professional structure and talent training scale, focus on optimizing professional layout for emerging industries, strategic emerging industries, and areas with scarce livelihood, strictly implement the dynamic adjustment system of professional “red and yellow cards”, resolutely eliminate majors that are seriously disconnected from market demand and have low educational quality, concentrate resources to strengthen the construction of advantageous and characteristic majors, and create professional clusters with core competitiveness. At the level of curriculum system construction, we closely connect typical production tasks and job competency requirements of enterprises, break the traditional subject oriented curriculum setting mode, promote comprehensive and modular curriculum reform, develop loose leaf and workbook style textbooks, timely integrate new technologies, processes, standards and requirements of the industry, ensure that the curriculum content is highly compatible with job practice, and keep up with the pace of industrial technology iteration. At the same time, actively introducing enterprises to deeply participate in the entire process of talent cultivation, establishing a joint training and evaluation mechanism between schools and enterprises, improving the management system of practical training and internships, building an integrated training platform both inside and outside the school, promoting the “job course competition certificate” integrated education model, enhancing the pertinence, practicality, and innovation of talent cultivation, and ensuring that the students trained can quickly adapt to job needs and integrate into industrial development.

3.3. Strengthen the management of the teaching staff and build a “dual teacher” core team

The teaching staff is the core force of the reform of higher vocational education management, and also the key support for improving the quality of talent cultivation and promoting the high-quality development of higher vocational education. The human resource management concept in business administration provides scientific guidance for the construction of the teaching staff in higher vocational education. Based on the concept of human resource management in business administration, it is necessary to establish a scientific and complete, clear rights and responsibilities, and effective incentive management system for the teaching staff, promote the transformation of the teaching staff construction from “identity oriented” to “ability oriented”, and from “quantity expansion” to “quality improvement”. Expand the channels for introducing teachers, implement a dual track recruitment model, actively introduce outstanding graduates from universities and industry experts and scholars, and also focus on recruiting front-line technical backbone and industry experts from enterprises to teach on campus. Implement a teacher allocation model that combines fixed and mobile positions, and optimize the structure of the teaching staff. Establish a normalized and systematic mechanism for teacher training and practical exercise, jointly build a teacher teaching development center between schools and enterprises, carry out targeted training based on the teacher’s ability list, improve the “two-way flow” mechanism for school enterprise talents, encourage teachers to go deep into the front line of enterprises for practical exercise, invite enterprise technical backbones to give

lectures on campus, and enhance teachers' practical teaching ability and industry literacy. At the same time, we will improve the evaluation and incentive mechanism for teachers, incorporate practical ability, teaching effectiveness, social service ability, scientific research achievements, etc. into the evaluation system, break the evaluation orientation of "only focusing on papers and titles", stimulate teachers' intrinsic motivation and innovation vitality, and create a "dual teacher" core team with "high teacher ethics, excellent professional skills, strong practical ability, and reasonable structure"^[4].

4. Summary

Promoting the reform of higher vocational education management from the perspective of business administration is an inevitable choice to adapt to industrial upgrading, solve management difficulties, and promote high-quality development of higher vocational education. The concepts of system management, demand-oriented, and human resource management in business administration provide scientific theoretical support and practical paths for the reform of higher vocational education management. The importance of higher vocational education management reform lies in three aspects: solving management difficulties, adapting to industry needs, and promoting cognitive development. Optimizing management organizational structure, deepening talent cultivation management, and strengthening teacher team management are the core strategies to achieve the reform goals. At present, vocational education is in a critical period of transformation and upgrading. Only by focusing on the perspective of business management, adhering to problem orientation, demand orientation, and goal orientation, continuously optimizing the management system, innovating management models, and improving management performance, can we promote the sustainable and healthy development of vocational education, cultivate more high skilled applied talents that meet the needs of economic and social development, and provide solid talent support for the construction of an education powerhouse and industrial transformation and upgrading. In the future, it is necessary to continue to deepen the deep integration of business management concepts and higher vocational education management, constantly explore management reform paths that are in line with the actual situation of higher vocational education, solve new problems and challenges that arise during the reform process, and promote the management level of higher vocational education to a new level.

Disclosure statement

The author declares no conflict of interest.

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