Abstract. With the rapid development of market economy and knowledge economy, the market transformation of higher education has become the basic direction of the development of private higher education. The so-called marketization of private higher education is the organic integration of education and the market, the introduction of a market mechanism into education management, the effective distribution of educational resources, and the provision of differentiated services according to market demands. And then improve the market competitiveness. In China, the marketization development of private higher education shows strong regional characteristics, that is, the top-down policy promotion by the government and the limited marketization under the government control and management, as follows: The government should deregulate, expand the autonomy of colleges and universities, introduce market competition mechanism, promote the development of private and private higher education, and broaden the investment channels of private higher education. The monitoring power of the country in the marketization of colleges and universities in our country is still strong, as follows: "big country, small market" is the main characteristic of marketization of private higher education in our country, competition policy lacks fairness; Governance or the "market", still need to find a balance.

Introduction

The Organization for Economic Co-operation and Development (OECD) defines the marketization of higher education as: “Introducing market mechanisms into higher education, so that higher education operations have at least one significant market characteristic: competition, choice, price, decentralized decision making, money Stimulation, etc., to exclude absolute traditional publicization and absolute privatization[1].”Therefore, higher education marketization is actually to introduce the market mechanism into the running and management of universities to make them have some market characteristics. It is one of the main trends of the development of higher education in the world.

The competitive culture of market economy has been introduced into universities and has greatly affected the reconstruction of public education in many countries. The main characteristics of market-oriented reform became the various countries' education reform, they all took the deregulation, reductions in public funding of private higher education, emphasizes the use benefit of private higher education funds, and introducing competition mechanism in private higher education tuition fees according to the cost sharing principle, promote the university with the business community and other measures. From the practice of market-oriented reform of private higher education, the market of private higher education has three main subjects, namely, government, university and market. From the government view, the government mainly implements macroeconomic regulation and control through policies and legislation, and gives universities more independent development rights in practice, so that they can respond promptly, effectively and flexibly in the face of social politics and economic changes. From the university view, in the case of requiring the government to give more autonomy to run schools, the market mechanism should be appropriately introduced within the company to gain more resources for running schools and improve the quality of running schools. From the market view, the main manifestation is that the market mechanism is higher in the private sector. The introduction of education has promoted the
development of private higher education in the form of imitation of market characteristics, such as more autonomy and competition for educational resources.

Analysis of the Market-Oriented Situation of Private Higher Education in China

In the world higher education market-oriented reform wave, China's higher education also presents a typical gradual market-oriented reform led by the government. The main performances are: From a single country's school-running system to a higher education. In addition to the public schools, they also include private schools, private public aid, public private aid, public institutions of higher learning, state-owned private secondary colleges, joint citizens' offices, joint-stock schools, and Chinese-foreign cooperation in running schools. Foreign (overseas) groups/individuals running schools and other forms. From the state-funded schools before the reform and opening up to the cost-sharing and cost-compensation system in colleges and universities in 1989, and in 1997, the public fees and self-funds of the national colleges and universities were generally “consolidated”; in addition, the universities also provided paid education services, established school production, and production[2]. The market-oriented ways of cooperation in research and research, acceptance of social donations, and loans to banks have diversified sources of funding for higher education institutions. China's higher education marketization reform is undoubtedly successful in promoting the process of higher education popularization, but the contradictions are also increasingly prominent. The main manifestations are the structural imbalance of higher education, the decline of education quality and the lack of university spirit.

The Content of Marketization of Private Higher Education

With the continuous improvement of economy and people's living standards, private higher education in China has made great achievements. Since the beginning of the new century, in the face of the challenges of the market economy and the information age, the transformation of private higher education has become an inevitable trend. In order to better transform, China's private higher education should do the following:

Implementation of Marketization in the Form of Running a School

The introduction of market mechanism leads to the increasingly fierce competition among countries, regions and schools in the field of private higher education. With the expansion of the autonomy of running a school, private colleges and universities are gradually competing in terms of quality of students, quality of scientific research, introduction of teachers and so on. The introduction of market competition mechanism urges private colleges and universities to carry out a series of reforms and competitions in order to obtain qualification. Of course, this kind of competition also improves the utilization efficiency of resources and the quality of teaching and research in private colleges and universities to some extent.

Enrollment Implementation Marketization

China's private higher education institutions in the recruitment of students there is the phenomenon of block segmentation, the general implementation of regional recruitment. With the development of social economy, information technology is applied more and more widely. Private run higher education recruit students also should conform to tide, break demarcation recruit students limitation, execute cross area, cross province recruit students. To meet the market requirements, where private higher education is needed, private higher education institutions can be found. Break the regional restrictions and enroll students nationwide [3].Students can choose their own schools and majors according to their own preferences. Private colleges and universities should also take the initiative to adjust their settings, expand the scope of enrollment, and adopt a flexible enrollment policy based on the characteristics of the school and the advantages of running a school to enhance their competitiveness in the student source market.
Marketization of Courses and Training Programmes

Private higher education in China should mainly meet the needs of the society in setting up professional courses and training programs. In China, academic education is generally more theoretical than applied, and curriculum design is more theoretical than applied. Emphasis on traditional majors rather than cross-applied professional courses. Private higher education should pay attention to the training of specialized and compound talents, keep up with the needs of social and economic development, and actively adjust the settings of their majors, courses and training programs to provide better services to the society. Private higher education should try its best to compress the basic subjects such as literature, history and philosophy, expand the applied subjects, strengthen the training of specialized subjects, and promote the improvement of students' comprehensive quality. Private higher education courses in China are generally divided according to departments and industries, and the students trained are more professional and less complex. In the course of the marketization of private higher education, we should adjust the setting of disciplines, specialties and courses, widen the scope of specialties, adjust the structure of disciplines, specialties and courses, and set up various interdisciplinary and interdisciplinary curriculum systems [4]. Cultivate all kinds of complex talents for social development. At the same time, according to the needs of the society for talents and majors, professional courses and training programs should be set up, and adjustments should be made in time according to the social development trend, so as to cultivate talents in urgent need for the society and enterprises.

Implementation of Marketization of Educational Management

In the course of implementing the educational and teaching management system, the private higher education schools should introduce the market competition mechanism, optimize the educational resources in the schools, and adopt the elimination system of teaching staff competition. According to the needs of the market, curriculum contents and training programs should be set up to protect students' rights and allow students to choose their own courses and teachers.

The Implementation Strategy of Private Higher Education Marketization

The Government Deregulates and Expands the Autonomy of Colleges and Universities

In 1985, the State promulgated the "decision of the CPC Central Committee on the Reform of the Educational system" (hereinafter referred to as "the decision"), which clearly stipulated the implementation of the abatement of government and decentralization in universities and the expansion of the autonomy of colleges and universities in running schools[5]. The outline of the national medium - and long-term education reform and development plan (2010-2020) issued in 2010 pointed out that the government should establish a sense of service, improve the management mode, improve the supervision mechanism, reduce and standardize the administrative examination and approval of schools, and ensure that schools fully exercise their autonomy in running schools and assume corresponding responsibilities according to law.

Introduction of Market Competition Mechanism

The introduction of market mechanism leads to the increasingly fierce competition among countries, regions and schools in the field of private higher education. With the expansion of the autonomy of running a school, colleges and universities are gradually competing in the quality of students, the quality of scientific research and the introduction of teachers. From the national view, in order to improve the efficiency of resource utilization and improve the quality of running a school, the government also encourages universities to compete indirectly through various policies. More obvious is the national "211 project", the core of the plan is to reward 100 top universities and introduce competition in the universities. The introduction of imitation market competition mechanism impel universities to carry out a series of reforms and competitions in order to obtain
qualification. Of course, this competition has also improved the efficiency of resource utilization and the quality of teaching and scientific research in colleges and universities to some extent.

**Promoting the Development of Private higher Education**

Compared with state institutions of higher learning, private institutions of higher learning are a non-state-chartered mode of running schools, which are generally funded by social capital investment and an important part of private institutions of higher learning education. The private higher education in our country has experienced the development process from the government’s acquiescence, to the support, to the legalization and standardization. In order to adapt to the rapid development of private higher education, our government has formulated and implemented a series of principles and policies to promote the development of private higher education. In 2002, the State promulgated the Law of the People’s Republic of China on the Promotion of Private Education, which further stipulates the legal status of private colleges and universities, and points out that private education is an important force for training qualified personnel for the country. With the support and guidance of national policies, private higher education launched by social forces has continuously met people's diversified needs for private higher education from scratch to strength, and has become an important force in China's private higher education system.

**Broaden Investment Channels for Private Higher Education**

For a long time, China's private higher education was basically funded by the state's financial allocation. Although the emergence of private colleges and universities provided another channel in form, the investment channels of private higher education did not really broaden and diversify. With the development of the popularization of private higher education, the contradiction between the increasing demand for private higher education and the shortage of funds for the development of private higher education has become increasingly prominent. In order to alleviate this situation, the state began to explore a multi-channel financing mechanism for private higher education, and gradually changed the situation in which the government is the sole investor in private higher education. It forms diversified sources of funds, such as wealth, tax, fee, production, society, foundation and so on. On this basis, the state allows universities to develop school-run industries, encourages all sectors of society to raise funds to run schools and donate funds for education, etc. These have become important sources of funding for the reform and development of higher education in China.

**Summary**

The market-oriented development of private higher education has changed the relationship between the state and universities, and the development of private higher education is more dynamic. Marketization can only be an external driving force in the development of private higher education, but not as an internal mechanism for private higher education to seek progress. How to deal with the balanced and coexisting relationship between the government and the market is the marketization of private higher education. A topic that needs to be considered in the development of the trend of the times.

**References**


