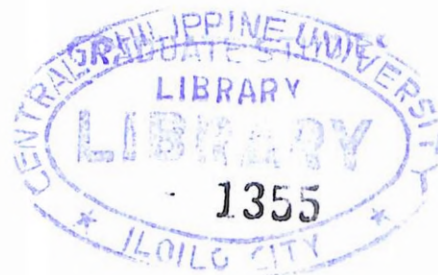


**AN ANALYSIS OF THE STRATEGIC MANAGEMENT IN CURRICULUM
PLANNING, INSTRUCTION AND ADMINISTRATION OF HEBEI ECONOMY
MANAGEMENT SCHOOL: A BASIS FOR ACTION PLANNING**

Dissertation

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DOCTOR OF MANAGEMENT
(Development Management)**



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April 2015**

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ABSTRACT

This study was conducted to describe and analyze the current strategic management procedures and practices employed at the Hebei Economy Management School (HEMS) on curriculum planning, instruction, and management, and to prepare an action plan to address the problems and issues identified in the analysis.

School heads, department heads, faculty members, students, and graduates were the respondents of this study. Data were collected using a researcher-made questionnaire.

HEMS is a key secondary vocational school and a National Secondary Vocational Education Development Demonstration Schools with 272 work force, 113 of which are teachers. It specializes in logistics management and service, accounting, computer network technology, print media printing technique, and preschool education.

HEMS adopts marketing positioning of its strategic development, cultivating goal—technical talents, teaching system into a multi-level and open system, the idea of lifelong education, and the the school's development level.

Among HEMS strengths are its special core majors and excellent teachers. It has a very good reputation and a great influence in the industries and is a pioneer in logistics service and management and the first secondary vocational education school in Hebei Province.

Among HEMS' weaknesses are: limited space; redundant functions of the administrative departments; traditional teaching methods and design of major courses. Among the opportunities open for HEMS are the support of the state policy and the demand of society and economy for technical talents, provide opportunities for the school's development. China's Policies on Vocational Education encourages the development of vocational education and this is another opportunity for HEMS and for its graduates. With the support of the leadership of governments at all levels and people from all walks of life, China's vocational education has developed immensely. Moreover, various vocational training is booming, which meets diversified learning requirements of the masses; and the mandated reduction of tuition fees in vocational education.

The restriction on the school's financial policy, decrease in enrolment due to family planning policy, the traditional cultural perceptions of parents regarding the employment prospects of vocational education, and imposition of higher requirements on vocational education.

Most of them expressed dislike for method of teaching used at HEMS, their dislike for the course curriculum. They prefer a curriculum that emphasized practical skills. The majority of the graduates of HEMS expressed dissatisfaction

with their current job because of the mismatch of skills learned in school and the skills needed by industries.