

The Construction and Development Plan of the School of Management of Hunan Institute of Engineering during the 14th Five-Year Plan Period

This plan is formulated to implement the new development philosophy, enhance the university's capacity to serve China's higher education system and Hunan's "Three Highs and Four New" strategy, and accelerate its transformation into a distinctive, high-level, application-oriented engineering institution.

I. Summary of Construction and Development during the 13th Five-Year Plan Period

The School of Management currently has 79 faculty members, including 4 full professors, 25 associate professors, and 34 intermediate-level staff; 12 hold doctoral degrees, and 53 hold master's degrees. Annually, 1-2 core faculty members are dispatched for overseas academic visits, 1-2 participate in international English training programs, and 5-8 attend domestic continuing education courses.

(1) Main Achievements and Experiences

During the 13th Five-Year Plan period, the School of Management achieved significant progress in discipline development, program enhancement, faculty development, teaching and research, talent cultivation, quality improvement initiatives,

international educational collaboration, and university-enterprise partnerships. The school accomplished multiple breakthroughs, with key performance indicators detailed in Table 1.

Table 1: Key performance indicators achieved by the School of Management during the 13th Five-Year Plan period.

class	2015 values	2020 values	rate of rise
Undergraduate student count	1804	2118	17.4%
undergraduate program	6	7	16.7%
Master's degree program	0	1	
Provincial Teaching Achievement Award	1	1	
Provincial-level scientific research platforms	0	2	
provincial first-class undergraduate programs	0	1	
Provincial First-Class Courses	0	1	
Provincial-level talent title	0	3	
National-level teaching materials	0	3	

1. Party Building Work

During the 13th Five-Year Plan period, the Party Committee of the School of Management fully studied and implemented Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, as well as the spirit of the 18th, 19th National Congresses of the Communist Party of China and the second, third, fourth, and fifth plenary sessions of the 19th Central Committee. It comprehensively strengthened Party building work and actively implemented the fundamental task of fostering virtue and nurturing talents. The "Stay True to Our Original Aspiration and Keep Our Mission Firmly in Mind" thematic education campaign was earnestly carried out, continuously enhancing the role of grassroots

Party organizations as strongholds and the exemplary role of Party members.

Since the 13th Five-Year Plan period, the Second Faculty Party Branch has been designated as a Hunan Provincial Model Party Branch, while the General Party Branch of the School of Management was recognized as an advanced grassroots Party organization at the university level. The First Faculty Party Branch was honored as an outstanding Party branch at the university level, and the Tourism Management Teaching and Research Office was awarded the Hunan Provincial "Furong Model Post" title. Additionally, over 20 Party members have been honored with titles such as "Dual Leaders Model" for faculty Party branch secretaries in Hunan's higher education institutions, university-level "Dual Leaders Model" awards, Outstanding Party Affairs Workers, and Outstanding Communist Party Members.

2. Discipline Development

Under the leadership of the university's Party Committee and administration, the School of Management achieved notable progress in discipline development during the 13th Five-Year Plan period. In December 2015, its Enterprise Management discipline was certified as a provincial-level key construction discipline. The school further secured multiple honors: in December 2016, it was designated as the Hunan Provincial Research Base for Humanities and Social Sciences (Specializing in Traditional Industry

Transformation and Upgrading); in October 2018, its Business Administration discipline was recognized as a Double First-Class Applied Discipline in Hunan Province; and in December 2019, it became the Hunan Provincial Key Research Base for Humanities and Social Sciences (AI-Driven Industrial Transformation). Additionally, the school established one provincial-level Innovation and Entrepreneurship Research Center for Undergraduates in 2018 and another in 2019.

In addition to the listed platforms, the institution operates two provincial-level or higher teaching and research platforms, including the Hunan Provincial Economic Management Demonstration Laboratory. It maintains comprehensive undergraduate and graduate teaching laboratories, along with well-stocked library resources, fully meeting the needs of graduate education in this discipline. To date, it has produced three cohorts totaling 31 master's graduates, and has established a robust system for discipline development and graduate training, supported by adequate management resources. All key laboratories, research centers, and industry-academia collaboration bases have detailed development plans and operational regulations. The institution features a comprehensive graduate scholarship system, ample funding, and well-established frameworks for discipline development, graduate training, academic integrity, and ethical standards, with dedicated graduate education management teams in

place.

Through the 13th Five-Year Plan period, the Business Administration discipline has developed a robust academic team with 28 full-time faculty members, including 9 professors (including those from other university departments), 13 PhD holders (including those from other departments), and 3 doctoral candidates. The team includes 1 New Century Talent (a national academic award) from the Ministry of Education, 1 State Council Special Allowance recipient, 1 Hunan Provincial Discipline Leader, 2 candidates for Hunan's 121 Talent Project, 5 Young Backbone Teachers in Hunan's higher education system, 2 doctoral supervisors, and 12 master's supervisors. This has established a well-structured academic team with a balanced age distribution, diverse professional titles, and varied educational backgrounds, demonstrating strong teaching and research capabilities. The discipline focuses on foundational theories and applied research in key fields including enterprise management and resource development, cultural and leisure industry management, technical economics and agricultural development, as well as corporate financial investment and trade management. Four relatively stable and distinctive research directions have been identified within the discipline.

To strengthen academic development, the college has implemented a support system and incentive measures for

international academic exchanges and collaboration, encouraging academic leaders and young faculty to participate in academic activities. The number of participants attending high-level international conferences has shown a steady upward trend. From 2016 to 2020, the college annually dispatched 1-2 core faculty members for overseas academic visits, 1-2 for English language training abroad, and 5-8 for domestic continuing education programs. These overseas training opportunities have broadened faculty perspectives, significantly enhanced international exchanges and learning, boosted global influence, promoted international cooperation, expanded international learning channels, and elevated the college's global standing. Notably, Dr. Xu Yunbao from our college serves as an editorial board member of the international journal *Social Science Studies*.

3. Professional Construction and Teaching Reform

During the 13th Five-Year Plan period (2016-2020), to meet societal demands, the School of Management successfully obtained approval from the Ministry of Education for its e-commerce program in 2017, enrolling its first cohort of undergraduate students in 2018. In 2016, the school initiated comprehensive reforms for its logistics management program under the 13th Five-Year Plan, continuously optimizing talent development plans, enhancing curriculum design, and expanding practical teaching bases. Through extensive learning, exchanges, and improvements in

teaching principles, methodologies, and facilities, the school steadily elevated the quality of talent cultivation. The discipline and program progressed in tandem, developing distinctive features and achieving substantive growth, with a focus on nurturing interdisciplinary, application-oriented engineering project management professionals (Management Engineers).

(1) Remarkable achievements in teaching reform. The Logistics Management program was approved as a pilot program for comprehensive reform of university-level majors, while the Marketing program received a B rating in the Hunan Provincial Major Evaluation. During the 13th Five-Year Plan period, a total of 4 provincial-level teaching achievement awards were awarded. Seven university-level high-quality online courses and one provincial-level first-class course were established. Additionally, three national-level textbooks were edited.

(2) Practical teaching has been continuously enhanced. The construction of practical teaching facilities has been strengthened, with comprehensive laboratories for tourism management, e-commerce, human resources, logistics management, and marketing newly built or renovated. A total investment of 4 million yuan was allocated for laboratory construction, and one provincial-level experimental teaching demonstration center was established. Innovation and entrepreneurship education has been strengthened, with one provincial-level undergraduate

entrepreneurship practice education base initiated. Over 50 university-level undergraduate innovation projects were completed, more than 40 student research training programs were launched, and over 80 awards were won in professional competitions at the provincial level or above.

(3) A collaborative education mechanism has gradually taken shape. We have actively explored school-enterprise and school-local collaboration models, establishing a "3+1" school-enterprise partnership system. This initiative has been implemented with 45 industry-leading enterprises, including China Minmetals 23rd Metallurgical Construction, Shenzhen Debang, Suning.com, and Beike Zhaofang. The "3+1" joint model has been adopted for Tourism Management and Logistics Management programs.

4. quality of talent training

The institution has achieved steady growth in both enrollment scale and educational quality. Undergraduate enrollment in the second-tier universities has reached 2,118 students (2020), with the addition of a new undergraduate program in E-commerce. The university consistently revises its talent development plans annually, scientifically designs its curriculum framework, and establishes

three core educational platforms: general education, specialized education, and competency development. This has further refined its applied business education system. The graduate school admission rate remains stable at approximately 10%, while the initial employment rate consistently exceeds 95%.

5. Scientific Research, Teaching and Social Service

During the 13th Five-Year Plan period, the School of Management achieved notable progress in scientific research under the leadership of the university's Party Committee and administration. The institution secured 32 provincial/ministerial-level research projects, including 3 national-level initiatives and 1 provincial key project, with over 2 million yuan in allocated funds. It also completed 150+ cross-institutional research projects, receiving 8 million yuan in funding. The team published 300+ research papers, including 50 Chinese core-level or higher publications. Seven monographs and two textbooks were published, along with 2 invention patents and 10 utility model patents. The school received 2 provincial/ministerial-level awards (Hunan Provincial Science and Technology Progress Second Prize and Hunan Provincial Education Science Second Prize), 1 Hunan Provincial Teaching Achievement Third Prize, and 6 Xiangtan Municipal Research Awards. Four papers were featured in provincial-level achievement reports, with one research outcome receiving official endorsement from

provincial/ministerial leaders. The school hosted 2 provincial academic conferences, including the Hunan Provincial Social Sciences Federation Academic Symposium in October 2019. External experts were invited to deliver 94 academic lectures at the School, including 2 Yangtze River Scholars and 20 overseas experts. Additionally, the School's research application documents invited external experts to conduct 80 academic lectures on campus.

6. Distinctive Development

(1) SIYB Innovative and Entrepreneurial Talent Cultivation

As a designated SIYB education base in Hunan Province, the college delivers all university-wide SIYB courses. Guided by its talent development objectives, it has vigorously promoted innovation and entrepreneurship education, emphasizing not only theoretical knowledge but also cultivating entrepreneurial awareness and practical skills, thereby establishing distinctive features in this field. Over the past five years, the college's SIYB entrepreneurship training programs have enabled numerous students from Hunan University of Science and Technology to realize their entrepreneurial aspirations, having mentored over 60 teams. In 2018 and 2019, the college was successively approved as a provincial-level College Student Innovation and Entrepreneurship Research Center and a provincial-level base.

(2) Establishing a Humanities and Social Sciences

Research Base

In December 2016, it was designated as the Hunan Provincial Research Base for Humanities and Social Sciences (Hunan Provincial Research Base for the Transformation and Upgrading of Traditional Special Industries). In December 2019, it was further recognized as the Hunan Provincial Key Research Base for Humanities and Social Sciences in Higher Education (Research Base for Artificial Intelligence to Promote Industrial Transformation).

(II) Main Existing Issues and Shortcomings

1. Educational concepts require further updating

Educational philosophy serves as the cornerstone for cultivating distinctive talents. Firstly, the collaborative education concept remains underdeveloped, with industry-academia-research collaboration and on-campus/off-campus educational resources lacking a unified pedagogical framework, resulting in insufficient systematization of educational content and processes. Secondly, the holistic education concept is inadequately implemented. While teachers are the primary force in students' learning and development, our faculty still predominantly view teaching as the sole educational mission, focusing excessively on knowledge delivery while neglecting extracurricular cultivation. Meanwhile, administrators, counselors, and class advisors shoulder excessive responsibilities in educational guidance, failing to establish a

comprehensive education system. Thirdly, the integration of ideological and political education into curricula requires further enhancement, as various courses remain insufficiently aligned with ideological and political education.

2. The Professional Connotation Urgently Needs Transformation and Upgrading

The main manifestations are as follows: Firstly, after the establishment of some majors, there is a severe shortage of faculty, making it difficult to offer specialized courses and experiments, resulting in suboptimal quality of talent cultivation. Secondly, some majors lack disciplinary support, with no distinct characteristics or prominent advantages, and thus lack sustainable development potential.

3. The overall shortage of teaching resources and their irrational structure

The primary issues are: 1) Insufficient teaching resources that fail to adequately meet instructional demands; 2) Hardware facilities (e.g., specialized laboratories) inadequately support emerging content in business administration and innovative business models in practice; 3) Limited collaboration with industry enterprises in faculty sharing and practical teaching resources, with no comprehensive talent development models established between academic programs and leading industry players.

4. The mismatch between teaching hardware resources and professional training requirements

Business disciplines are application-oriented fields that require cultivating talent through training environments closely aligned with market realities. However, our institute currently faces three key challenges in educational resource development: First, inadequate investment in teaching infrastructure, including outdated faculty computers, laboratory equipment, and obsolete office spaces that fail to meet modern business operational standards. Second, insufficient resources for emerging business models, such as laboratories for big data operations, e-commerce management, and financial shared services. Third, underutilized teaching resources, limited open experimental projects, and insufficient support for academic competitions, faculty research, and industry collaboration.

5. The Transformation and Upgrading of the Construction of Professional Connotation Is Urgent

The professional essence serves as the primary manifestation of talent cultivation characteristics. Against the backdrop of emerging technologies, innovative models, and new business formats, our college urgently requires transformation and upgrading in professional development. Firstly, curriculum design demands immediate modernization, particularly through the introduction of specialized courses integrating big data, artificial intelligence, and

modern commerce. Secondly, teaching content and methodologies require enhancement. Following the institution's elevation to a first-tier university, the quality of incoming students has significantly improved, yet current teaching materials lack advanced depth and challenge, resulting in diminished student engagement. Thirdly, the "management-engineering integration and digital-intelligence convergence" approach, which aligns with Hunan Province's and the college's distinctive educational features, remains inadequately implemented. Lastly, there is a shortage of visible indicators supporting first-class program development, such as high-caliber faculty, national-level student competition achievements, and textbook resources, all of which require further development.

(3) Opportunities and Challenges in the 14th Five-Year Plan

First, to fully implement the development goals of China's higher education and promote its high-quality development, the college's educational reform and development will face new opportunities and challenges. The Fifth Plenary Session of the 19th CPC Central Committee proposed a series of strategic measures to fully implement the development of China's higher education, making the realization of high-quality development a strategic theme and core task. Documents such as the "14th Five-Year Plan for National Economic and Social Development and Long-Range Objectives Through 2035," "China Education Modernization

2035," and the "Implementation Plan for Accelerating Education Modernization" have made scientific top-level designs and comprehensive strategic deployments for the future development of China's education, while also setting new requirements for higher education development. Therefore, during the "14th Five-Year Plan" period, the educational reform and development of the School of Management will face new opportunities and challenges.

Secondly, with the advancement of the "Double First-Class" initiative, the School of Management faces both opportunities and challenges in disciplinary development and the cultivation of high-level talents. In recent years, the Ministry of Education has actively promoted the "Double First-Class" initiative, establishing specific evaluation principles and requirements. Under this context, the School of Management confronts formidable tasks in disciplinary and program development, while the cultivation and recruitment of high-level talents require enhanced efforts. The school not only faces immense pressure from evaluation assessments but also intense competition from peer institutions both within and outside the province. Enhancing disciplinary influence, fostering high-quality outcomes, and attracting top-tier talent have become pivotal to the school's development. During the 14th Five-Year Plan period, the university will intensify efforts in disciplinary development and talent recruitment, presenting new opportunities for the School of Management. However, fierce

competition among peer institutions and geographical constraints continue to pose challenges to its growth.

Thirdly, against the backdrop of New Liberal Arts development, the college's academic reforms and growth will encounter both new opportunities and significant challenges. With the nation's growing emphasis on New Liberal Arts initiatives, efforts to optimize academic programs, reform talent cultivation models, strengthen faculty development, and cultivate a distinctive quality culture will intensify. This will undoubtedly create fresh opportunities for business discipline reform. Meanwhile, the technological revolution and industrial transformation are reshaping global dynamics, giving rise to numerous emerging industries, business models, and operational frameworks. Consequently, the college must realign its talent development objectives, academic structures, and curriculum systems. The key challenges lie in aligning program development with New Liberal Arts requirements and cultivating high-caliber, application-oriented business professionals who meet societal demands.

II. Guiding Principles and Development Strategies

(1) Guiding Principles

We uphold the Party's leadership in educational initiatives to ensure proper institutional direction and fulfill the fundamental mission of cultivating virtue and nurturing talent. With the goal of developing high-caliber management professionals, we focus on

optimizing faculty resources and strengthening academic programs to enhance research competitiveness. By actively advancing reforms in new business education and implementing distinctive development models, we strive to achieve sustainable and high-quality growth for the college.

(II) Development Strategy

1. Strengthening the Faculty Development with the Goal of Serving Local Economy

To serve local economic development, we will strengthen the role of academic leaders and key faculty members through a leadership accountability system. We will continue to intensify efforts in attracting and cultivating high-level talents, with plans to recruit 1 academic leader, 2 academic pioneers, and 20 doctoral candidates between 2021 and 2025. Additionally, we encourage and support young faculty members under 40 years old in this discipline to pursue doctoral degrees. We will actively establish collaborative partnerships with "Double First-Class" universities to provide solid foundations for young scholars in this field. From 2021 to 2025, we plan to annually select 3 young faculty members for doctoral studies. During the same period, 1-2 core faculty members will be dispatched annually for overseas academic exchanges, 1-2 will participate in international English training programs, and 2-3 will attend domestic continuing education courses. We will also enhance the development of master's supervisors and cultivate

qualified graduate advisors.

2. Strengthen industry-university-research collaboration through provincial-level scientific research and teaching platform development

Supported by two provincial-level research platforms and two Hunan Provincial College Students Innovation and Entrepreneurship Centers (bases), we will strengthen collaboration with local enterprises to jointly establish provincial/ministerial-level R&D and application centers. This initiative aims to achieve close integration of industry, academia, and research, thereby enhancing our capacity to serve the local economy. We will build a research team with advanced theoretical expertise and the capability to integrate technology and management, elevate the reputation of our disciplinary platforms, and bolster the discipline's independent development and technological competitiveness.

2. Take Discipline Construction as the Leading Force to Strengthen Scientific Research and Academic Exchange

Provide assistants to discipline leaders to reduce their administrative workload, and lead teams in securing national-level project approvals or major cross-disciplinary research initiatives. Increase rewards for obtaining national-level projects or national scientific research achievement awards, and encourage discipline members to publish high-quality papers.

(1) The discipline will actively cultivate high-quality

monographs, series of papers, and teaching achievements across its research directions to prepare for national and provincial/ministerial-level awards in scientific research and teaching. Starting in 2020, the discipline will annually select 2 monographs (topics), 2 high-level series of papers (topics), and 1 teaching achievement for cultivation, with each project receiving funding of 30,000-50,000 yuan. This initiative will be implemented for five consecutive years.

(2) Actively engage in academic exchanges by inviting renowned domestic scholars or experts to deliver specialized lectures on national-level project applications, discipline development, and scientific research, with 2-3 participants per semester.

(3) Each semester, senior journal editors are invited to conduct 2-3 academic paper writing seminars for faculty members, enabling them to stay updated on trending topics and enhance their writing skills.

(4) Encourage teachers to publish high-quality papers on various research directions within their disciplines, with substantial funding support from the discipline development budget.

3. Take the construction of new liberal arts as an opportunity to strengthen the training of professional talents

The graduate education program adopts a dual-supervisor system, strengthens university-enterprise collaboration, explores new pathways for applied graduate training, and focuses on

enhancing students' management and innovation capabilities. Undergraduate curricula, in addition to essential foundational courses, prioritize practical training (elective courses) aimed at developing problem-solving skills for managerial roles. Increased investment will improve research and graduate education facilities. The college will enhance its library resources by purchasing newly published books in each discipline's research areas, adding approximately 3,000 professional books annually, with special emphasis on electronic resources, foreign journals, and databases. Infrastructure upgrades will include timely updates to experimental software and network infrastructure, providing robust hardware support for academic development and graduate training.

III. Overall Objectives and Key Tasks

(I) General Objectives

With the core mission of enhancing talent cultivation quality, we will implement the Undergraduate Education Quality Enhancement Program to drive comprehensive reforms in undergraduate education. This initiative aims to elevate graduates' recognition of key educational indicators, including program design, curriculum content, faculty expertise, and practical training. Simultaneously, it seeks to boost societal satisfaction with graduates' core competencies—covering professional knowledge, technical skills, practical abilities, innovative thinking, teamwork, and work ethic. The program will establish two provincial-level

first-class specialized programs, cultivate distinguished applied education faculty, produce provincial and national teaching achievements, and nurture a cohort of outstanding future talents.

(II) Main Tasks

1. the work of Party building

Continue to implement the Party building leading project, ensure the correct direction of school management, promote the effective play of the Party organization's role as a fortress and the vanguard role of Party members, actively serve the central work, and implement the fundamental task of establishing virtue and educating people.

Carry out the study and education of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era on a regular basis, continuously enriching the forms of learning. By adhering to various channels such as daily study and centralized study, theoretical study and practical education, online and offline, organizing activities such as lectures, symposiums, and seminars to strengthen the effectiveness of learning.

We are actively advancing the construction of the 'Five Modernizations' Party branch, deepening the 'Five Modernizations+' characteristic creation activities of Party branches, and continuously implementing the 'Benchmarking and Striving for Excellence' construction plan. We actively serve teachers and students, address the practical needs of the masses, and constantly

strengthen the Party branch's role as a combat fortress and the vanguard and exemplary leadership of Party members.

Strengthen the construction of ideological and political education in courses, consolidate the lifeline of ideological and political work, implement the soul-building and education project, actively promote the "three alls education" work, and aim to cultivate builders and successors of socialism.

2. Faculty Development

We will actively implement teacher training programs, facilitate academic exchanges, and share teaching achievements to enhance the pedagogical competencies of young and mid-career educators. These initiatives address the needs for personalized professional development and distinctive talent cultivation, while promoting both teaching skill enhancement and the cultivation of professional ethics. Through team-based approaches, we will drive comprehensive reforms in teaching content, methodologies, instructional tools, and assessment systems. This includes fostering flagship disciplines, cultivating distinguished educators, developing exemplary courses and textbooks, establishing model experimental teaching centers, and recognizing outstanding teaching achievements.

During this period, we will recruit and cultivate 2-3 academic leaders with provincial/ministerial-level talent titles, as well as 5-8 academic backbone members with significant research potential.

Through the 14th Five-Year Plan period, the discipline will establish a full-time faculty team of over 40 researchers, including 15 professors and 30 doctoral degree holders, achieving a 75% PhD ratio. Focusing on critical needs such as enterprise management and resource development, cultural and leisure industry management, technical economics and agricultural development management, and corporate financial investment and trade management, we will conduct foundational and applied research in management disciplines. This will help refine distinctive and competitive research directions, ultimately building a well-structured academic team with balanced age, professional titles, and educational backgrounds, while enhancing teaching and research capabilities.

3. Discipline and Specialty Construction

We will further clarify disciplinary positioning to ensure alignment between academic development and regional socioeconomic progress, ensuring programs meet industry demands. In response to national development needs and student preferences, we will actively develop new disciplines with high market relevance. By refining distinctive features that align with institutional objectives and leveraging traditional strengths, we will chart a unique path for discipline development, with a focus on cultivating business programs serving regional economies, textiles, and electromechanical industries.

During this period, we will apply for and strive to obtain

approval for at least two provincial-level scientific research platforms or provincial-level scientific and technological innovation teams. We plan to apply independently or jointly for the "Hunan Provincial Engineering Technology Research Center for Intelligent Management of Textile Enterprises" and the "Hunan Provincial Collaborative Innovation Center for Industry-Academia-Research Cooperation between Military and Civilian Enterprises." We will also efficiently develop the existing two provincial-level research platforms. Additionally, we aim to apply for one national first-class major and two provincial first-class courses, as well as one national first-class course. We will secure one first prize for national teaching achievements and one first prize for provincial teaching achievements. Furthermore, we will complete one textbook under the national "14th Five-Year Plan" program.

4. personnel training

The college currently offers 8 undergraduate programs and a master's program in Textile and Apparel Enterprise Management and Marketing (Master of Materials and Chemical Engineering). It has over 2,000 full-time undergraduates and 13 postgraduate students, with 37 graduates to date. The college has established and enhanced educational infrastructure for both undergraduate and postgraduate programs. Over the next five years, its teaching budgets are projected to reach 1.8 million yuan, 2 million yuan, 2.5 million yuan, 3 million yuan, and 3.5 million yuan respectively,

with an average annual growth rate of approximately 20%.

To further align talent cultivation with institutional characteristics and regional economic development needs, we will implement the following strategies: 1. Expand graduate education scale. Building upon the existing Master of Science in Textile & Apparel Management and Marketing (Master of Science in Materials and Chemical Engineering), we aim to establish a Master of Business Administration program, reaching a cohort size of 100 students. 2. Enhance traditional programs. Following the "integration of management and engineering, digital-intelligent convergence" approach, we will upgrade the curricula and teaching methods of seven traditional programs to maintain stable enrollment while improving quality. Our targets include: maintaining over 90% initial employment rate for graduates, increasing postgraduate and civil service exam admission rates to over 20%, and securing recruitment rates exceeding 30% for graduates in Fortune 500 companies. 3. Develop new programs aligned with market demands. Accelerate the establishment of e-commerce and big data management and application programs, striving to position their core competitiveness at the forefront among peer institutions. 4. Promote international education. Strive for breakthroughs in international cooperative education programs, particularly in engineering disciplines like logistics engineering. 5. Strengthen collaboration with high-quality social education

resources. Actively engage premium training institutions to enhance educational offerings.

5. student work

Strengthening Party building and ideological education for college students, we will conduct education on ideals and convictions. In accordance with the university's deployment and work arrangements, we will organize a series of activities to celebrate the 100th anniversary of the Communist Party of China. We will deepen the study of Party history education and complete all learning tasks to high standards. Preparations for the 70th anniversary of the university will be made, highlighting the struggles of outstanding alumni through extensive publicity to inspire students to strive and shoulder responsibilities. We will consolidate the lifeline of ideological and political work, implement the "Soul-Cultivating Education Project", advance the "Three-All Education" initiative, continuously improve class and academic atmosphere, enhance daily student education and management, cultivate students' comprehensive qualities, identify exemplary students, pay attention to their mental health, maintain strict examination discipline, and nurture well-rounded socialist builders and successors with moral, intellectual, physical, aesthetic, and labor development. We will strengthen the Communist Youth League's ideological guidance for young students, enhance student team building, and improve the management and support of student

organizations such as student unions and clubs, continuously reinforcing the League's leadership, organizational capacity, service ability, and contribution. We will actively support students in participating in innovation, entrepreneurship, and academic competitions, strengthen innovation and entrepreneurship education, improve the teaching, research, and practice guidance system for innovation and entrepreneurship, enhance college students' independent innovation capabilities, secure over 50 project grants and awards at provincial/ministerial levels. We encourage cadres and teachers to serve as class advisors, gradually achieving full faculty representation in all college classes.

To fulfill the accountability of Party and government leaders in enrollment and employment, we will mobilize all faculty, students, alumni, and partner organizations to enhance enrollment and employment quality. We will intensify enrollment promotion efforts to attract high-quality students through multiple channels, actively facilitate graduate employment, and improve career guidance services. Graduates will be encouraged to seek employment in key industries and grassroots positions in western regions, with the initial employment rate maintained above 80% and the annual employment rate reaching over 90%. We will also actively support students in pursuing postgraduate studies by improving the necessary infrastructure and faculty resources, aiming for a postgraduate admission rate exceeding 15%.

6. system building

We will uphold the president's accountability system and democratic centralism, rigorously implement the cadre appointment system and full-staff employment system, and keep pace with the times by refining the college's administrative management and position allowance distribution systems. We will continuously expand faculty and staff's rights to information and participation in institutional affairs, income, and compensation distribution. Guided by the principle that discipline development leads, talent cultivation is fundamental, team building is pivotal, and reform-driven development is the engine, we will persistently advance all aspects of the college's work.

7. Laboratory construction

Enhance investment in the development of on-campus and off-campus internship and training bases. First, accelerate the construction of the college's Big Data Management and Application Experimental Center and Shared Finance Experimental Center to ensure their completion during the 14th Five-Year Plan period. Second, strengthen collaboration with neighboring industrial parks and platform enterprises within the province to jointly establish practical teaching bases, aiming to establish approximately 30 new long-term cooperative enterprises, with 100% of students participating in professional experiments and internships at these enterprises. Third, enhance the development of open laboratories,

including new facilities for business operation models and e-commerce live streaming, to support students' innovation, entrepreneurship training, and academic competitions. Fourth, acquire a batch of advanced research software or database resources to support faculty research and regional industrial economic development.

8. Scientific Research, Teaching and Social Service

During this period, more than 50 provincial and ministerial-level research projects were approved, including 3-5 national-level projects, with vertically allocated research funds exceeding 2.5 million yuan; over 100 horizontal research projects, with allocated funds exceeding 10 million yuan. Two provincial and ministerial-level scientific achievement awards were submitted; 40 high-level research papers were completed; 20 Chinese invention patents authorized; an average of 1 annual technology transfer project was completed; and an average of 1 science and technology commissioner was dispatched annually.

Strengthening the service to the local economy

(1) Building on existing partnerships, we will strengthen collaboration with Xiangtan Municipal Bureau of Tourism, Foreign Affairs, Overseas Chinese Affairs, Hong Kong and Macao Affairs, Health and Family Planning Commission, and Culture, Sports, Radio, Television, Press and Publication Bureau. Joint research will

be conducted to explore and promote Baishi culture, health and leisure culture, and rural complex culture, with feasibility study reports to be prepared. Through cooperation with local governments and enterprises, we will evaluate and implement construction plans, while promoting mature cases where conditions are ripe.

(2) Strengthen collaboration with first-level disciplines such as textile engineering and design within the university, establish cooperative relationships with the Hunan Textile Association, and connect with textile and apparel companies including Hunan Dongxin Group, Yixin Tai, and Shengdexi to build school-enterprise partnerships. These efforts aim to provide planning guidance and technical support for the upgrading and transformation of traditional textile enterprises.

(3) Following multiple rounds of negotiations with Xiangtan Xinghong Yunxianglian Food Co., Ltd., a preliminary cooperation framework has been established. The collaboration with Hunan Xianglian Industry Association will be further strengthened, including engagement with leading enterprises such as Hunan Hongxinglong Xianglian Food Co., Ltd. to foster university-enterprise partnerships. This initiative aims to establish mutually beneficial relationships in project applications, scientific awards, platform applications, technology transfer, consulting services, and Xianglian cultural development.

(4) Building upon the preliminary collaboration with Binzhilang Food Technology Co., Ltd., deepen the school-enterprise partnership; engage with the Hunan Areca Nut Association to provide strategic advice for the development and product diversification of the Hunan areca nut industry.

(5) Strengthen collaboration with first-level disciplines such as computer technology, mechanical engineering, and chemical engineering and technology within the university. Conduct in-depth research in the equipment manufacturing, automotive industry, and chemical enterprises of the Changsha-Zhuzhou-Xiangtan region to provide detailed data and insights for industrial development and market planning.

9. International Education Exchange and Cooperation

Select 5-10 faculty members to attend high-level international academic conferences. Simultaneously, support 20 faculty members for advanced studies and training in developed countries to broaden their horizons, enhance international educational exchanges, and strengthen academic collaboration. Encourage undergraduate graduates to pursue overseas education to boost international influence, promote global cooperation, expand international learning opportunities, and elevate global standing. Actively implement the open education strategy by establishing one cooperative undergraduate program under the national general higher education enrollment plan. Add two new international

partner institutions at the university level; annually sponsor 5 undergraduates for overseas study or internships; support 2 graduate students for overseas study or internships; and ensure 2 graduates from each provincial-level and first-class undergraduate program have overseas experience.

IV. Key Indicators and Safeguard Measures

(1) Key Indicators

In line with the overarching goals and key tasks, the School of Management has outlined in Table 2 the primary targets to be achieved during the 14th Five-Year Plan period, covering areas such as Party building and ideological-political work, faculty development, discipline and program enhancement, talent cultivation, student affairs, research and social services, as well as international exchanges and cooperation.

Table 2: Key Objectives to be Achieved by the School of Management during the 14th Five-Year Plan Period

project		Construction content	Expected benefits (deliverables and costs)
Party Building and Ideological and Political Work	1. Ideological Learning and Education	normalization	Adhere to a variety of channels including daily learning and intensive learning, theoretical study and practical

			education, online and offline, and organize systematic and in-depth learning and education activities such as lectures, symposiums, and seminars.
	2. Improving the Quality of Grassroots Party Building	Continue to implement the "Benchmarking and Striving for Excellence" construction plan, do a good job in the construction of "Five Branches", and promote the cultivation of "Double Leaders" of teachers' Party branch secretaries	
Faculty Development	1. Academic Leader	Introducing and cultivating academic leaders with provincial/ministerial-level talent titles	2-3 faculty members
	2. Academic backbone	Introduce and cultivate academic backbone with significant research potential	5-8 faculty members
	3. A team of full-time research faculty specializing in the discipline	Among them, 15 are professors, and 30 hold doctoral degrees.	More than 40 people
undergraduate education	1. provincial first-class undergraduate programs	National first-class majors: 1;	
	2. First-class courses	Two provincial-level first-class courses and one national-level first-class course.	
	3. Teaching Achievement Award	First Prize of National Teaching Achievement Award: 1 award; First Prize of Provincial	

		Teaching Achievement: 1 award;	
	4. Textbooks	National 14th Five-Year Plan Textbook: 1 copy.	
Discipline and Specialty Construction	1. Provincial-level research platforms		1-2
	2. Provincial-level Science and Technology Innovation Teams		1-2
personnel training	1. Master's degree programs in first-level disciplines	business administration	1
	2. Teaching Funds		An annual growth of 20%
student work	1. Funding for Various Projects		50 items
	2. Awards at the provincial or ministerial level and above		60 items
	3. Employment rate		The initial employment rate should be maintained above 80%, and the annual employment rate should reach over 90%.
	4. Postgraduate entrance exam rate		The online ratio has reached over 15%
Scientific Research, Teaching and Social Service	1. Vertical provincial/ministerial-level research projects	More than 50 items	Among them, there are 3-5 national-level projects, with vertically integrated research funding exceeding 2.5

			million yuan.
	2. Horizontal Research	More than 100 items	funds received in the amount of over 10 million yuan
	3. Provincial/Ministerial-Level Scientific Research Achievement Award	2 items	
	4. High-quality research papers	40 pieces	
	5. China invention patent authorization	20 items	
	6. Annual Average Transformation Projects of Scientific and Technological Achievements	1 item/year	
	7. Annual deployment of science and technology commissioners	1 person/year	
International Exchange and Cooperation	1. New international partner institutions for university-level collaboration	2	
	2. Annual number of undergraduate students sponsored for overseas study or internship	5 people/year	
	3. Number of graduate students funded for overseas study or internships	2 faculty members	
	4. Proportion of graduates from provincial-level and first-class undergraduate program construction sites with overseas experience	2 faculty members	

(2) Safeguard Measures

1. Uphold the Party's leadership

Guided by Party-building initiatives, we ensure close

coordination between Party-building efforts and the college's core tasks, including teaching, research, and discipline development. We advance the "Five Modernized Branches" program and "Five Modernized+" distinctive initiatives, actively cultivating "dual leaders" and identifying exemplary role models. This fosters a college-wide culture of "striving for excellence and proactive engagement," ensuring the effective implementation of moral education and talent development.

2. Innovate management systems and promote their implementation

To drive holistic development across all operations of the School of Management, strengthen faculty development, ensure effective role fulfillment, and motivate staff to excel in their positions, the institution has established the following policies: the Annual Performance Evaluation and Excellence Management Measures, High-Level Achievement Incentive Program, High-Quality Talent Recruitment Guidelines, Class Performance Assessment Regulations, and Undergraduate Mentorship System Implementation Rules. These measures are being rigorously enforced to contribute to the School's goal of becoming a top-tier academic institution.

3. Increase funding to improve software and hardware conditions

We will proactively apply for central government funding to support local university construction projects, aiming to secure over 3 million yuan in approved funding to upgrade laboratory facilities.

Additionally, we will seek more than 2 million yuan in alumni donations to establish scholarships that support the college's research initiatives, academic program development, and student growth. Furthermore, we will actively assist faculty members in undertaking cross-institutional research projects with local governments and enterprises, diversifying funding sources to provide stronger financial backing for their scientific endeavors.

4. Enhance talent attraction and cultivation to build high-level disciplinary teams

We will intensify efforts to attract high-caliber talent by selecting young faculty members for doctoral programs and supporting postdoctoral research, while actively creating favorable conditions for their development. The cultivation of dual-qualified teachers will be prioritized, with targeted support for their engineering practice experience and preferential treatment in allowance distribution. The mentorship program will be implemented to enhance the teaching and academic capabilities of young faculty members through experienced mentors. Furthermore, increased funding will be allocated from the college's operational and discipline development budgets to strengthen talent recruitment and academic team building.

5. Enhance international exchanges and continuously expand the college's influence

We actively promote academic exchanges by independently or jointly organizing provincial-level and above academic conferences, and regularly invite renowned scholars and senior journal editors

from home and abroad to deliver thematic lectures at our university. We strengthen ties with local governments, industrial parks, and enterprises to advance in-depth university-enterprise collaboration. We strive to secure funding for key platforms and bases, actively apply for key laboratories, and promote the development of high-level research platforms, while encouraging applications for various achievement awards. Regular disciplinary and professional development seminars are held to identify gaps and set clear goals for our college's academic and professional growth, ensuring alignment with national and regional economic needs. This approach fosters the continuous emergence of landmark achievements, significantly enhances disciplinary and professional capabilities, and expands the competitiveness and influence of our academic programs.