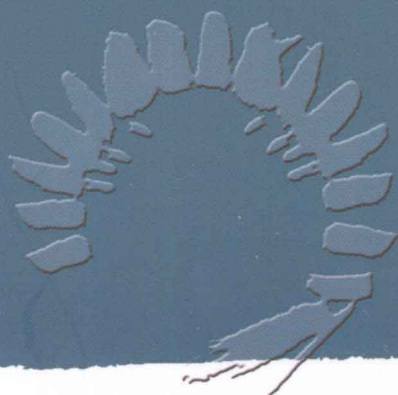




# 服务的力量

张国安 | 主编

THE POWER  
OF SERVICE



华中科技大学出版社

<http://www.hustp.com>

# 服务的力量

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继续教育服务  
就是要——

恪守以学生为中心的理念

设计出学生喜欢的教学形式

满足社会成员的个性化教育需求

推行每个学生都重要的无差别教育

把大众吸引到喜闻乐见的个人学习室

掀起一场基于信息化技术的全新学习革命



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## 序——迎接教育服务时代的到来

教育服务时代的到来,正在以前所未有的深度和广度影响着世界各国的教育改革,改变着人们的生活、学习和思维方式。作为教育大国的中国不可避免地受到教育服务时代带来的影响和变革。教育兴则人才兴,人才强则国家强。中国已经从人口大国转变成为人力资源大国,正在向人力资源强国迈进。要实现从教育大国向教育强国转变、从人力资源大国向人力资源强国转变,教育规模是基础,质量是关键,服务是核心。教育服务时代的到来,为凝聚中国力量、实现教育现代化,并最终实现有教无类、因材施教、终身学习、人人成才的教育梦和中华民族伟大复兴的中国梦创造了良好的机遇。

### 一、教育服务是教育追求的最高境界

进入 21 世纪,教育服务特别是公共教育服务越来越受到世界各国政府的重视。教育服务已成为衡量一个国家教育和经济发展水平的标志。教育服务是教育追求的最高境界。世界贸易组织 WTO 按服务的部门(行业)划分,将其归于第五类服务贸易。继续教育服务属于教育贸易服务,包括了教学服务、技术服务、教育培训服务、人力资源服务、专业化服务等内容。

教学是一种满足学生心智成长需要而发生在教师与学生之间的服务活动,在此活动中,教师向学生传授知识、技能,培养其品德,促进其心智的发展。高等学校所提供的教学活动具有无形性、不可靠性、易逝性和可变性。它是一种服务,是一种发生在教育领域内的特殊服务,是一种以培养人、促进人心智发展为目的的服务。<sup>①</sup> 教学服务是教育服务的重要组成部分,包括课程设置、授课管理、教师管理、教务管理等服务。随着“学生是现代教育活动的顾客”这一观念被社会广泛接受,学生在接受教育的过程中开始希望更多地接触到教学活动中的部分或所有服务。重视教学服务有利于满足学生

<sup>①</sup> 徐雷雷,高校教学服务质量管理体系优化研究[D].南京信息工程大学,2012.

在服务时代对于“服务”的期望,同时,通过学生对于教学服务的满意度情况可以帮助学校更好地了解学生的需要以及学生对学校提供的服务的满意度,发现自身在人才培养目标定位以及教育教学等活动上所存在的缺失,更好地提高教学质量。

信息技术的革命使投影、幻灯、广播、电视、计算机、网络、CAI 课件、网络资源库和人工智能等新技术大量应用于教育教学领域,教学服务又被赋予了新的内容。在教学过程中培养技术服务意识,建立技术服务体系,将教学条件、教学管理、教学辅导与反馈、考核的各个方面的教育技术优化组合成一个动态系统,贯穿于教学的全过程,能够实现教学过程和教学资源的优化,提高学习效果、培养创造型人才,促进人的发展的各种学习资源的组合。

教育培训是不同类型的学习者为达到岗位技能提升、兴趣爱好、自身发展等目的,而通过各种学习方法,在知识、能力等各方面的养成和提升活动。教育培训所提供的产品是无形的教育服务,经由一定的教育培训机构提供,并通过教育培训活动表现出来,以满足教育培训对象的需要。教育培训服务是一种重要的服务形式。有专家认为,建设继续教育支持服务体系、完善“以人为本”的培训体系构建、进行培训服务的资源整合、进行教育营销、打造品牌等是完善教育培训服务的着眼点,并据此进行了深入研究。

在知识经济时代,人类社会赖以发展的战略资源的重心正在发生转移,传统的自然资源、物质资源、人力资源三大战略性资源中,人力资源逐渐成为重心,并在国家政治、经济、社会、文化和生态文明发展中发挥着日益显著的作用。继续教育的发展需要人力资源的支撑,人力资源服务是继续教育服务的主要方面,包括岗位的管理、流程的设计、规划的制订。岗位的管理使继续教育服务规范有序进行,从而提高继续教育管理服务水平,确保继续教育办学质量。流程的作用就是告诉员工“什么时间由谁到哪里去做什么事以及如何做”。把流程概念应用于继续教育服务管理,使之成为标准化的工作手册,能够有效地凝聚经验、提高工作效率、提升继续教育服务竞争力,因为知识经济时代持续的竞争优势将更多地来自于新的流程技术而不是新的产品技术。规划具有一定的前瞻性,继续教育发展规划是为实现一定时期内继续教育发展目标而制订的纲领性文件,指导继续教育事业发展,避免继续教育服务的盲目性和不稳定性。

专业化服务是服务的最高层次。在现代化发展进程中,专业化显得尤为重要。面对教育服务的改革,继续教育服务必须追求专业化服务之路,这条路既是对教育服务各项的总结,又是对教学服务、技术服务、教育培训服务、人力资源服务的更高要求。







继续教育服务所包含的内容就在我们身边,随处可见。把服务做好了,受教对象不仅可以获取知识,还可以开阔视野、提升综合素质。教育服务如此广泛并产生越来越大的影响力还在于以下三方面的原因。

第一,经济发达国家均重视教育服务。在美、英、法、日等发达国家中,无论是基础教育还是高等教育,各方面都体现了十分专业的教育服务:招生服务各具特色,流程清晰;教学服务尊重个性化学习,在学生的专业选择、课程学习、特长发挥等方面充分发挥了服务功能;毕业典礼简朴而热烈,细心考虑学生和家长的感受,整个场面庄严而神圣,让毕业生和家长终生难忘,若干年后还不忘感恩母校……这些都体现了服务的力量。

第二,教育服务让教育跻身服务业,让社会感受到教育的巨大作用。许多发达国家通过优质的教育资源和专业化的教育服务,助力本国经济发展。例如,2012年全世界赴美留学的学生人数超过76万,外国留学生为美国带来227亿美元的经济效益;2012年全世界赴英留学的学生人数超过23万,为英国带来超过100亿英镑的经济效益。<sup>①</sup>

第三,教育服务使学生愉快地学习。由于信息技术的快速发展及其在教育中的应用,教育方式和教育模式发生了根本的变革,彻底改变了传统的课堂教学和以教师为中心的学习活动,取而代之的是翻转课堂和以学生为中心的学习活动;并由重视优秀学生转而重视所有学生甚至关注差生,教育服务在培养学生的各个环节展现了巨大的力量。

## 二、中国的教育服务存在的主要问题

教育是立国之本、兴国之要。尤其是改革开放以来,中国对教育的重视上升到了一个新的高度。中国教育不仅重视教育规模,更重视教育质量和教育服务。尤其是社会行业的教育培训领域被广泛重视,并显示出教育服务的力量。但是,与发达国家的教育服务相比,中国的教育服务仍然处于刚刚起步阶段,还存在着一些问题,主要体现在以下几个方面。

第一,教育服务专业化水平不高。在教育服务顶层设计方面,缺乏合理的教育服务战略与规划,以及准确的教育服务定位;在职业化服务团队方面,从业者缺乏相应的专业素质;在教育服务内容方面,专业化的服务体系和质量监控缺失;在教育服务标准方面,明确详尽的服务标准体系尚未建

<sup>①</sup> 蒋云根. 国外公共教育服务改革成效与启示[J]. 四川行政学院学报, 2008(03).

立。

第二,教育服务理论尚未形成完整的体系。在中国加入世界贸易组织之后,教育服务的观念在中国才逐渐被人们所认同,但在教育服务理论研究方面还不够成熟,尚未形成完整的理论体系。中国学者只是根据教育服务的相关理论,提出了一些有关教育服务的观点。关于高等教育服务尤其是继续教育服务的研究却相对较少。

第三,教育服务意识还没有真正建立起来。虽然人们对教育服务的观念有所认同,并在实践中积极探索,但教育服务意识还没有真正建立起来。教育服务产品是一种既不同于物质生产领域、也不同于其他服务领域的产品,它的特性更加复合和多元。教学过程是教育服务产品生产的过程,同时也是教育服务产品消费的过程。认识到这一点对于提高教师在教学中的服务意识、提高教育教学服务质量具有重要现实意义。

### 三、教育服务的发展趋势

#### (一) 品牌化

教育服务品牌是从企业品牌的概念中引申出来的,它是一种无形资产,能够带来实质性的附加值,并形成品牌效应。在市场经济条件下,教育服务特别是教育贸易服务,更加注重服务品牌,朝着品牌化方向发展。目前,世界各国都在努力形成各自具有国际影响力的教育服务强势品牌,实施教育服务品牌化战略,提高本国在国际教育市场的核心竞争力。

#### (二) 专业化

综观发达国家教育服务贸易发展历程可以看出,教育服务占这些国家服务贸易的比重较大,且专业化服务水平很高。比如,澳大利亚、新西兰和美国,教育服务贸易分别是该国第三、第四和第五大出口业,教育出口值占该国服务贸易总值的百分比分别是 11.6%、49%和 3.8%。可见,教育服务的发展是知识经济迫切而现实的要求,教育服务专业化也越来越受到各国的重视。

#### (三) 多样化

在未来,教育服务贸易市场将会出现多种类型的继续教育的形式。在中国的几种继续教育形式中,除高等学校继续教育外,其他三种继续教育形







式服务多样化的步伐将加快,尤其是以企业大学为代表的继续教育服务将更广泛。同时,国际教育服务贸易发展迅速,特别是在高等教育领域和专门的培训领域,各种各样、不同形式的公立和私立部门都参与其中,无论在发达国家,还是发展中国家都是如此。比如,跨国公司培训主要培训它们在各国的员工,同时也培训一些终身学习者、供应商、顾客,有时还颁发学位。美国的摩托罗拉大学、麦当劳汉堡大学、微软公司认可的技术教育中心,中国的用友大学、招银大学等都属于此类型。还有一些营利性机构、虚拟大学等,比如,中国的奥鹏教育集团、美国的阿波罗教育集团和英国开放大学等都是继续教育新的提供者。

#### (四) 标准化

随着教育服务的深入开展,国际化的教育服务质量标准化体系将会建立和完善。教育服务质量标准化是在市场化运作模式下确保教育服务质量的必然趋势。通过建立国际教育服务中介机构,健全教育服务质量认证体系,建立科学的教育服务质量评价标准,可以对教育服务各个环节加强评估和监督,提高教育服务质量,保障教育服务消费者的利益。

#### (五) 产业化

世界贸易组织将教育贸易作为服务贸易的一部分统计在国际贸易服务之中,教育服务成为国际教育贸易的重要组成部分。在这种思想的指导下,未来教育服务将作为一种产业进行市场化运作。联合国教科文组织的报告认为,商业存在形式的教育服务贸易机构和投资将会进一步增长,大学和其他高等教育机构会进一步寻求在国外建立校园和教学设施。据英国统计资料显示,75%的英国大学至少开设了一门合法的海外课程,有135000~140000学生在学习这些课程。<sup>①</sup>

#### (六) 国际化

随着经济全球化的不断推进,跨国界、跨民族、跨文化的多边交流与合作愈来愈广泛和深入,国际教育服务贸易也在不断发展。据统计,目前,境外消费是教育服务贸易中的最大份额,约占世界贸易组织国家全部服务贸易额的3%。随着跨境交付(远程学习)和合作培训等教育服务贸易形式的迅速发展,境外消费占的比例可能逐步下降。<sup>②</sup>

全球教育资源越来越丰富,教育形式越来越多样,教育机构越来越发

<sup>①②</sup> 周满生. 国际教育服务贸易的新趋向及对策思考[J]. 教育研究, 2003(1).

达,受教育者的选择权越来越大,教育者与受教育者的关系越来越平等。受教育成为一种个人和组织时时都要经历的过程,继续教育已成为世界多变环境的给力者。同时,由于信息技术的迅猛发展及其在教育领域的应用,已使教育时时、处处、事事都在受教育者的身边,教育已摆脱了时空的限制,尤其近两年 MOOC(大规模开放式网络课程)学习服务的应用,在世界上掀起了一场学习革命,使受教育者可以免费、自主、快捷地学习自己需要的课程,以受教育者为中心的教育特征进一步彰显,以买方为主的教育市场特点更加清晰。在这样的背景下,以服务求得教育的生存与发展、以服务赢得受教育者的选择与认可,已是未来教育发展的大趋势。教育服务已叩响了学习的大门,社会教育机构、教育从业者从观念到行动都做好准备了吗?

《服务的力量》编委会



## Preface: The Arrival of the Era of Education Service

Education service has not only been creating a deep impact on worldwide education reform, but also changing people's living, studying, and thinking habits. As a country with great respect for education, China has inevitably been impacted by education service. Only with talented human resources will a country thrive, and talented human resources depends on a sound education system. China has been transforming from a country with simply a large population to a country with a large amount of human resources. Scale, quality, and service are the key factors to help China transform from a country with high demand for education to a country with a strong education system just as the country transforms from a country with a large population to a country with a large amount of human resources. The arrival of the education as a service model creates an unprecedented opportunity for China to modernize the education system, to provide all citizens with accessible and tailored programs, to help people realize their education dreams, and, more importantly, to realize the China Dream: the renaissance of the Chinese people.

### **I. Education service is the highest level pursued by educators.**

Since the beginning of the 21<sup>st</sup> century, the education service level, especially public education, has served as an important indicator of the education quality and economic development level achieved by a country. Education service is clearly the ultimate goal of the education industry. According to the WTO's definition, education service is categorized as a Class 5 service business. Obviously, continuing education service is part of

education service. Combining different industry experts' viewpoints, continuing education service includes education service, technology service, education training service, human resources service, and professional service.

Teaching is a service activity offered to students by teachers. To help students grow, teachers transfer knowledge, teach students technique, and discuss moral character. Higher education teaching activities are characterized by their intangible, unreliable, perishable and changeable nature. It is just a service, a special service in the education field, a service to help people gain knowledge and increase their intelligence. Teaching service is an important component of education service. It includes instructional design, teaching management, teacher management, educational administration, etc. The concept of students as consumers of a modern education system is now accepted. An increasing number of students, whether intentionally or unintentionally, wish to know more about the service part of the learning process. Providing good education service will help fulfill students' expectations during the learning process. Meanwhile, it is also helpful for the school to understand the level of student satisfaction as well as identify the positives and negatives of the service, then find ways to improve the services.

The information technology revolution has created many new technologies and applications, such as projectors, broadcasting, TV, computers, networks, CAI courses, online databases, artificial intelligence, etc. which are widely used in education activities. Technology service has been added to the teaching process as a new concept. Building a technology service system to integrate teaching, administration, student advising, feedback, and tests together as a dynamic system to supplement the teaching process can not only optimize education resources, but also improve the efficiency of student learning. This also improves students' creativity.

Education and training is an organized way of delivering knowledge, skills, information, and beliefs, as well as regulating behavior. Education provides intangible services and products through educational activities, which are organized by certain educational institutions to meet the demand of the people who are receiving the education. Therefore, education is an





important type of service. Some experts conducted in-depth research based on their belief that constructing a system that supports continuing education, improves the “people-oriented” training structure, integrates educational resources, conducts education marketing and branding, etc. should be the focus of efforts to improve educational service.

In the era of the knowledge economy, the core of the strategic resources upon which the development of human society relies is shifting. Among the three major categories of strategic resources (natural resources, physical resources, and human resources), human resources is gradually becoming the center. It plays an increasingly significant role in the development of a country's political system, economy, society, culture, and ecology. The development of continuing education requires the support of human resources. Human resources service, including job management, process design, and planning, is the main aspect of the continuing education service. Job management allows continuing education services to be conducted in an orderly way, thereby increasing the level of the services provided and ensuring the quality of the service. A properly designed process should tell the employees “who does what, where they do it, what time it is to be done, and how it is to be done”. Applying this concept to continuing education management and making it a standard work manual would allow a more efficient way to condense experience, improve work efficiency, and increase competitiveness. In the era of the knowledge economy, sustainable competitiveness comes from innovative processing technology rather than product technology. Planning has a forward-looking nature; therefore continuing education planning is the guiding document of continuing education service in a certain period of time. This document will set a clear development goal in order to minimize instability.

Professional service is the highest level of service. In the process of modernization, professionalization is particularly important. Confronted with education reform, continuing education must also pursue professionalization. This conclusion comes from a summary of multiple experiences and is an important requirement of teaching service, technical service, training service, and human resources service.

In fact, these services are present in our daily lives. If we can provide

an excellent service, not only will students obtain knowledge, but also their horizons will be broadened so that their overall quality will be enhanced. Additionally, there are three more reasons why education service has been widely promoted and exerted greater influence.

First, developed countries all emphasize educational service. Countries such as the United States, United Kingdom, France, and Japan provide professional education service not only in basic and higher education, but also in areas such as admission, teaching arrangement, and commencement. In these countries, each school has its own unique admission standards and the process is clear to every applicant; the teaching arrangement is customized to emphasize major selection, course study, and the development of special skills; and the feelings of students and parents are taken into consideration when organizing the graduation ceremony. This is the power of service.

Second, education service is part of the service industry. Many developed countries, such as the United States and United Kingdom, support their economic development by optimizing educational resources and professionalizing education service. In 2012, more than 760,000 international students studied in the United States, bringing an estimated economic benefit of \$ 22.7 billion to the U. S. economy. That same year, more than 230,000 international students studied in the United Kingdom, bringing the U. K. economy an estimated benefit of £ 10 billion.

Third, learn in service, learn in joy. Due to the development of information technology and its application in education, education methodology and the delivery model is radically changing. The traditional education model, which is teacher-oriented and centered around classroom teaching, has been replaced by a new model that is student-oriented and centered around interaction. Meanwhile, the focus on excellent students is gradually shifting to a focus on all students. Education service has been applied and has had a great influence in every aspect of student development.







## II. Major Problems in China's Education Service

Education is the foundation of a country. Since reform and opening up, China's emphasis on education has risen to a new level. Not only do we focus on the size and scale of our education capacity, but we also place more focus on the quality of our education service. Because education service is widely used in the various sectors of society, education and training is becoming more and more influential over time. However, compared with developed countries, China's education service industry is still in its infancy. The following is some of the problems we currently have.

First, the level of professionalism of our education service is not as high as it should be. The top-level design lacks proper strategic planning and accurate positioning; the service personnel need more training in professional skills and knowledge; the content of the service is not professionally-developed and proper quality control is not in place; the standards of the service are not yet clearly established; etc.

Second, a complete education service theory is yet to be formed. The concept of education service has been gradually recognized by more people since China joined the WTO, but research on the theory of the field is not mature enough to form a set of systematic support. Chinese scholars have only brought up some points about education service based on theories that have already been developed. We have done little research on higher education service, especially continuing education service.

Third, service providers have not changed their view from traditional teaching to service providing yet. Although people have already accepted the concept of education service and are actively trying to explore in practice, the thought of being a service provider has yet to be established. Education service is different from physical products and other services as it is much more complex and diverse. The teaching process in school is both the production and consumption process. Realizing this has practical significance in helping educators view themselves as service providers and therefore improving the quality of service.

### III . Future Trends of Education Service Development

#### Branding

The concept of education service branding is out of corporate branding. It is a form of intangible asset that can bring additional value. In a free market economy, a brand name would have more significance in education service, especially educational trading service. Currently, most countries are trying to form strong brand names in education service, while implementing their strategic plan to elevate their competitiveness in the international education service market.

#### Professionalization

Looking at the development of education service trading in developed countries, we found that education service makes up a relatively big portion of their entire service trading segment and the service provided is highly professional. For example, education service is the third, fourth, and fifth most exported item in Australia, New Zealand, and the United States respectively. The portion of overall service trading is 11.6%, 49%, and 3.8% respectively. We can conclude that the development of education service is a natural result of the knowledge economy. Therefore, its professionalization is drawing more attention.

#### Diversification

We believe that more diversified post-secondary education and training services will emerge in the education service market. Among the four types of continuing education in China, other than continuing education in higher education institutions, the other three are experiencing fast diversification, especially in the form of corporate university. Meanwhile, education service trading among nations is developing rapidly, particularly in the area of higher education and specialized professional training. This development involves various public and private departments in both developed and developing countries. For example, training for multinational companies mainly focuses





on their employees in different countries, meanwhile, they provide training to some lifelong learners, suppliers, and customers. Sometimes these programs even confer degrees. Motorola University, Hamburger University (McDonald's) and Microsoft Certified Technology Training Center in the United States, as well as Yongyou Corporate University and Zhaoyin University in China are among such service providers. Other for-profit organizations and virtual universities, such as Aopeng Education Group in China, Apollo Education Group in the U. S. and the Open University in the United Kingdom, are post-secondary education and training service providers.

### Standardization

Along with further international development of the education service, a more standardized quality control system will be established among nations. In free market conditions, standardizing quality control is the only way to ensure the quality of education service. Through the establishment of an international education service agency and a systematic quality control system, we can strengthen the regulations on each section of education service, improve its quality and ensure that consumer's interest is well-protected.

### Industrialization

Education service makes up an important element of international education trading as the WTO considers education trading a part of international service trading. Under such circumstances, education services will become an industry and operate according to market principles. According to one of OECD report, the number of education service trading entities and investment in them will both increase. Universities, as well as other types of higher education institutions, will seek to further expand and establish campuses overseas. Based on statistics from the United Kingdom, 75% of U. K. universities opened at least one course overseas and approximately 135,000-140,000 students are taking these courses.

### Globalization

As economic globalization progresses, cross-border, cross-national and