

# Research on the Construction of a Moral, Intellectual, Physical, Aesthetic, and Labor Education System in Universities—A Case Study of Qingdao Binhai University

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**Abstract:** The Way of the Great Learning lies in manifesting clear virtue, in loving the people, and in attaining the highest good. President Xi has emphasized in the reports to the 19th and 20th National Congresses of the Communist Party of China the priority of developing education and implementing the fundamental task of cultivating virtue and talents. At the National Education Conference, President Xi pointed out that higher education must adhere to the Party's strong leadership, fully implement the Party's educational policy, uphold Marxism as the guiding principle, and follow the path of socialist education with Chinese characteristics, so as to cultivate socialist builders and successors who are well-developed in morality, intelligence, physical fitness, aesthetics, and labor. This provides the correct direction for universities in the new era to cultivate talents. In accordance with the requirements of the Party and the state and following the Party's educational guidelines, universities should strive to build a comprehensive education system integrating morality, intelligence, physical fitness, aesthetics, and labor, in order to train the talents needed for the new era. Taking Qingdao Binhai University as an example, this paper examines the historical evolution of its education system, discusses the significance, methods, content, and measures of integrating moral, intellectual, physical, aesthetic, and labor education, and puts forward suggestions for the development of a "Five Educations, Five Transformations" talent cultivation model. The aim is to promote the high-quality development of Binhai University and cultivate talents required by regional economic development.

**Keywords:** education system; research on the culture of the five educations; labor education

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## 1. Historical Evolution of the Education System and the "Five Educations"

**Concept of an Education System:** A system is understood as a set of interrelated elements that form an organic whole. An education system refers to the ordered combination of various educational institutions and elements that are interconnected. In a broad sense, the education system includes not only the structure of schooling (e.g. primary, secondary, tertiary education) but also supporting systems such as talent forecasting, educational administration, teacher training, curriculum development, educational research, and funding mechanisms. In a narrow sense, the education system refers specifically to the formal school system or the structure of education at different levels. The inclusion of moral, intellectual, physical,

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aesthetic, and labor development as key elements of the education system represents a top-level design by the Party and the state for talent cultivation in colleges and universities, aimed at providing well-rounded talent to realize the Chinese Dream and the great rejuvenation of the Chinese nation.

Development of the “Five Educations” Policy: Since the 18th National Congress of the CPC, President Xi has delivered a series of important speeches on the question of “what kind of people to cultivate,” providing scientific guidance for talent development in the new era. The Party’s educational policy has evolved to emphasize all-round development. The 18th National Congress (2012) called for making cultivating virtue the fundamental task of education and training socialist builders and successors with all-round development in morality, intelligence, and physical fitness (with aesthetics implied). By the 19th National Congress (2017), the policy was refined to “fully implement the Party’s educational policy, carry out the fundamental task of cultivating virtue and educating people, develop quality education, promote educational equity, and cultivate socialist builders and successors with all-round development in morality, intelligence, physical fitness, and aesthetics”<sup>[1]</sup>. This formulation, reiterated in subsequent conferences, established the overall framework for talent cultivation under the overarching goal of cultivating virtue and educating people in higher education. Building a comprehensive education system that integrates moral, intellectual, physical, aesthetic, and labor education has been a long-term endeavor in China’s education cause.

Integration of Labor Education: The inclusion of labor education as an explicit component has deep roots. As early as 1995, the Education Law of the People’s Republic of China stated that education must serve socialist modernization and be combined with productive labor, so as to train socialist builders and successors who are well-developed morally, intellectually, and physically. In 2013, President Xi, in a collective talk with the new leadership of the All-China Federation of Trade Unions, stressed the need to “instill in the youth the idea that labor is the most glorious, the most noble, the greatest, and the most beautiful”. This echoed earlier calls by Chairman Mao after the founding of New China for education to be combined with productive labor. Over time, the concept of “five educations” (morality, intelligence, physical fitness, aesthetics, labor) has emerged, representing the inheritance of China’s fine traditional culture and virtues. In the context of realizing the Chinese Dream, the nation requires successors who are both “red and expert” – politically committed and professionally competent – with integrity, talent, a solid background, the ability to endure hardships, good health, and noble character. Universities are expected to shoulder the responsibility of cultivating such all-round talents to serve national strategic development.

Qingdao Binhai University’s Approach: Since its founding, Qingdao Binhai University has upheld the mission of “revitalizing education to cultivate talents, with the aim of benefiting the people and serving the country.” It has placed “cultivating virtue and educating people” at the core of its objectives, abided by the state’s educational policy, and sought to develop students in all five dimensions – morality, intelligence, physical fitness, aesthetics, and labor – to become “modern citizens with bright virtue, practical conduct, proficiency in skills, and innovative spirit” who are needed by the nation and region. Through these efforts, Binhai has developed its own distinctive approach to education and built a well-regarded system for all-round development that is recognized by society. This historical overview sets the stage for understanding why constructing a moral, intellectual, physical, aesthetic, and labor education system is both timely and crucial in the current era.

## **2. Significance of Constructing a Moral, Intellectual, Physical, Aesthetic, and Labor Education System**

Building a comprehensive education system that integrates moral, intellectual, physical, aesthetic, and labor education holds profound theoretical and practical significance for talent cultivation in the new era. This holistic approach is not only aligned with national educational directives but also addresses fundamental needs in both theory and practice.

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## 2.1. Theoretical Significance

**Historical and Class Perspective:** Throughout history, ruling classes have formulated talent development goals and policies to serve their interests, using education to cultivate personnel for their bureaucratic systems and to maintain the alignment of economic and social structures. The inclusion of all five dimensions (morality, intelligence, physical fitness, aesthetics, labor) reflects a recognition that a balanced education produces individuals who can contribute positively to society and the economy. **Development of Productive Forces:** As productive forces advance, there is a need for a workforce that is not only skilled but also dedicated and well-rounded. A comprehensive education system helps cultivate employees and professionals who are loyal to the framework of socialist development and who can contribute effectively at each stage of societal progress. In other words, moral integrity and a strong work ethic are as important as intellectual ability in driving productivity and innovation. **Humanistic and Marxist Perspective:** For individuals to achieve all-round development, educational standards must be set to nurture the whole person. Marxism holds that humans are the subjects of social practice—shaped by society and in turn shaping it through their actions. The Communist Manifesto explicitly advocates for education combined with material production and the free, all-round development of individuals. Thus, a five-dimensional education system resonates with the Marxist ideal of developing human potential fully. **National Strategy and Historical Mission:** In the new era under the leadership of the Communist Party of China, the nation’s goal of the “great rejuvenation of the Chinese nation” and the “Two Centenary” objectives require the concerted efforts of successive generations. Ensuring that each generation is well-prepared is a strategic imperative. The Party has undertaken top-level design of talent cultivation, translating its vision into national policy – hence the adoption of moral, intellectual, physical, aesthetic, and labor education as the overarching framework for education. This represents a timely response to the needs of the times and the nation’s talent development strategy.

## 2.2. Practical Significance

**Alignment with National and Regional Needs:** Higher education institutions, as key talent incubators, must align their efforts with national and regional development strategies. By constructing a five-dimensional education system, universities like Binhai University ensure that they are producing graduates who meet the real-world requirements of society and the economy. This alignment enhances the social utility of higher education and fulfills the nation’s talent demands. **Responsibility to Stakeholders:** Implementing a comprehensive education system is a “conscience project” that demonstrates a university’s responsibility to the state, to students’ parents, and to the students themselves. It reflects a commitment to not only impart knowledge but also to mold character, foster health, appreciate beauty, and instill a respect for labor – all of which contribute to the well-being and success of students. Binhai University embraces the philosophy that “everyone has talent, and everyone can excel,” and it works diligently and honestly to develop each student’s potential. **Enhancing Talent Quality and Institutional Reputation:** A well-executed five-dimensional education system can significantly improve the quality of talent produced. Binhai University emphasizes “precision, rigor, thoroughness, and effectiveness” in implementing its educational initiatives. This commitment to excellence in execution helps ensure that graduates possess the desired qualities and can make meaningful contributions in their careers. As a result, these graduates gain recognition and praise in society, which in turn enhances the university’s reputation. Over time, such efforts move the university closer to aspirational goals like becoming a “century-old private university of Tsinghua quality”. **Implementing President Xi’s Educational Philosophy:** The construction of a moral, intellectual, physical, aesthetic, and labor education system is a concrete way to put into practice President Xi’s important instructions on education. Xi has highlighted that in the new era, there is an even more urgent need for higher education to answer the fundamental questions: “what kind of people to train, how to train them, and for whom to train them.”<sup>[2]</sup> The demand for scientific knowledge and outstanding talent has never been greater. By integrating the five educations, universities can better meet the evolving needs of the country’s talent structure across generations. In essence, a comprehensive education system ensures that each new generation of graduates is equipped to carry forward the nation’s development torch.

In summary, the significance of a moral, intellectual, physical, aesthetic, and labor education system lies in its

alignment with both timeless educational ideals and contemporary national imperatives. It provides a theoretical foundation for holistic education grounded in Marxist and Chinese philosophical thought, while practically ensuring that colleges and universities produce well-rounded individuals ready to serve the nation and society.

### 3. Research Methods

Qingdao Binhai University cultivates students with comprehensive moral, intellectual, physical, aesthetic, and labor competencies, focusing on fostering firm ideals and convictions among faculty and students, as well as a strong sense of alignment with the Party and the bigger picture. The university emphasizes nurturing patriotic sentiments among teachers and students, keeping pace with the new era and striving for the Chinese Dream. It also prioritizes enhancing moral character, expanding knowledge, and cultivating noble among the campus community. Special attention is given to developing students' work ethic through labor education, physical training, and cultivating perseverance and a strong work spirit. To improve physical fitness, the university implements mandatory morning runs for students and a "one-hour daily exercise" requirement for faculty, both strictly enforced. The university's talent development program explicitly states its mission: to educate and guide students to shoulder the responsibility of national rejuvenation, to cherish their university years and focus wholeheartedly on learning, to develop comprehensive abilities and innovative thinking, and to respect and value labor. The goal is to cultivate a new generation of well-rounded socialist builders and successors developed morally, intellectually, physically, aesthetically, and labor-wise. Through students, the university also aims to influence parents and jointly create a positive social atmosphere of loving the Party, the country, and families.

For this research project, the authors conducted a targeted survey of first-year students at Qingdao Binhai University's College of Liberal Arts and Sciences to assess their recognition of the university's Five-Education system. Currently, there are 3,200 first-year students in the college. The authors designed a questionnaire and administered it to 200 students from different majors in the Qide Building. The survey covered two main aspects: 1) understanding of the Five-Education system, and 2) students' recognition of the university's educational values after three months of enrollment. See the table below for details.

**Table 1.** Students' Recognition Survey of the Five-Education System (Unit: person/%)

No.	SurveyItem	Options
1	Gender	Male (75) Female (125)
2	Awareness of the Five-Education System	a. Consider it important, actively seek understanding, and have personal principles (90) b. Pay attention, research areas of interest, and implement plans (70) c. Do not consider it important, occasionally reflect on self-improvement (34) d. Rarely focus on it, believe academic performance equals holistic development (16)
3	Personal Development Plans	Planned and consistently implemented (31) Planned but not sustained (64) Planned with low execution (57) Considered but not planned (40) Never considered (8)
4	Perception of "Moral" in Five-Education	Polite and respectful (41) Helpful and just (35) Honest and trustworthy (85) Correct outlook on life and values (39)
5	Perception of "Intellectual" in Five-Education	High IQ (97) Broad knowledge and flexibility (42) Systematic scientific and cultural knowledge (61)

**Table 1 (Continued)**

No.	SurveyItem	Options
6	Perception of “Physical” in Five-Education	Good at sports (35) Strong physical strength (45) Good physique (57) Health knowledge and skills (23) Strong willpower (40)
7	Perception of “Aesthetic” in Five-Education	Attractive appearance (55) Good physique (40) Inner beauty (65) Correct aesthetic sense (13) Ability to appreciate and create beauty (27)
8	Perception of “Labor” in Five-Education	Diligent in all tasks (57) Enjoy labor (63) Love physical exercise (35) Possess labor skills (15) Correct labor values (30)
9	Relationship Between Physical and Labor	Healthy body enables labor (110) Labor exercises lead to good health (75) Physicality is the result of labor (9) Others (6)
10	Perceived Impact of Five-Education on Future Career	Significant help (133) Some help (31) Waste of time (26) Unsure (10)

**Table 2. Survey on Students’ Identification with the Five-Education System (Unit: person/%)**

No.	Item	Agree	Disagree	Neutral	Proportion of Total
1	Do university students need Five-Education?	198	1	1	
2	Are you willing to actively participate in such education?	179	15	6	
3	Are you willing to engage in related activities?	160	35	5	
4	Do you agree with Binhai University’s educational philosophy?	190	7	3	
5	Do you support morning exercises for physical training?	192	6	2	
6	Do you support toilet cleaning as labor training?	170	25	5	
7	Does promoting etiquette and eliminating uncivilized behavior cultivate aesthetics?	159	32	9	
8	Does strict handling of exam misconduct foster moral integrity?	197	1	2	
9	Do you agree with the strict management system?	180	17	3	
10	Do you approve of the university’s educational management methods?	191			

Based on the survey findings, the authors conclude that Qingdao Binhai University’s 32-year educational philosophy of “prioritizing talent cultivation” has established a solid foundation for student recognition of its Moral-Intellectual-Physical-Aesthetic-Labor (MIPAL) education system. This creates a favorable environment for the university’s pragmatic and excellence-driven development. Combining empirical research with theoretical literature and institutional practices,

this study focuses on implementing the “Five-Education” approach through Binhai’s distinctive “Five Transformations”: moral education in daily life, intellectual education as competency cultivation, physical education through self-discipline, aesthetic education via cultural immersion, and labor education emphasizing practice-knowledge integration.

The research methodology emphasizes practical investigation through: Student interviews and questionnaires; Faculty discussions across disciplines to obtain authentic primary data; Alumni feedback on educational system effectiveness. Literature review of scholarly perspectives, including: Zhang Hongyan & Luke Lu’s (2019.08) Nanhua Journal article emphasizing MIPAL education as fundamental to China’s “Two Centenary Goals” and talent development<sup>[3]</sup>; Zhou Yanli & Chi Jian’s (2019.02) Modern Education paper on Party-building approaches to holistic education through “Party in My Heart” initiatives<sup>[4]</sup>. These multidimensional sources inform the theoretical framework while ensuring practical relevance to Binhai’s institutional context. The study particularly examines: Implementation mechanisms for the “Five Transformations”; Integration of ideological education with practical skill development; Comparative analysis with regional education models (e.g., Jiaozhou’s “red gene” inheritance system). Key academic references demonstrate how this research builds upon existing scholarship while addressing localized implementation challenges in private higher education.

## 4. Content and Measures for the Construction of the Five-Dimensional Education System

At the National Education Conference, President Xi emphasized, “Our country is a socialist country led by the Communist Party of China. This determines that our education must take the cultivation of socialist builders and successors as its fundamental task, cultivating generation after generation of useful talent who support the leadership of the Communist Party of China and our country’s socialist system, and are determined to strive for the cause of socialism with Chinese characteristics for life. This is the fundamental task of education work and the directional goal of educational modernization.” Analyzing from the perspective of Binhai University’s construction of the De-Zhi-Ti-Mei-Lao education system and its measures:

### 4.1. Content of the Five-Dimension Education System Constructed by Qingdao Binhai University

After 32 years of development and exploration, Binhai has developed a unique education system. Its main contents include: a clear educational direction, strict management of teaching order, a good learning atmosphere, and rich and colorful academic and social science activities; it has cultivated a team of full-time teachers with educational conscience who are dedicated to their posts, obey teaching management, are down-to-earth in their teaching, and are enthusiastic about student management; the school has stable and pragmatic logistical support measures.



**Figure 1: The Moral, Intellectual, Physical, Aesthetic, and Labor Education Framework in Universities during the New Era**

**Figure 1. The Moral, Intellectual, Physical, Aesthetic, and Labor Education Framework in University During the New Era**



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First of all, at the school level, the goal of “establishing morality and nurturing people” is clearly defined, so as to accomplish the goal of cultivating students one after another into the talents needed by the country. **Figure 1** epitomizes the design of the school’s moral, intellectual, physical, aesthetic and labor education system. Virtue is the cultivation of character, the school puts forward “to learn to do things, first learn to be a person”, the first is the importance of virtue. Without virtue, it is difficult to walk in Binhai. Binhai set up Marxism College (Department of Civics) specializing in moral education, so that students learn Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, study President Xi’s governance of a series of important theses, through the study of the students have the love of the party, patriotism and love of the people’s sentiments, a sense of responsibility to bear the times, there is a clear sense of awareness of the consciousness and the sense of team spirit, to realize the moral education of the life of the school. Second is wisdom, is wisdom, improve learning, improve general and professional theory, skills course learning, improve the hands-on ability, enhance the practical ability, strengthen the social practice, emphasis on the use of the skill in the innovation, so that the students have the talent to ensure that the differentiated teaching objectives to ensure that the students are wide and strict, so that the social employers are satisfied with the highlight of the intellectual ability to be able to do. Body is the physical quality of students, we must be healthy, strong, manifested in the health of the body and mind, physical education to train students is the blood of the square, do not lose the elegance of the wind, with the martial arts and martial arts, able to stretch and bend the application of talent. Adopt diversified means, urge students to adhere to one hour of exercise every day, happy life for life, to realize sports conscientization. Beauty is aesthetic education, through club activities, school-enterprise cooperation and reading and other forms of reading, so that students have the correct values, have the smell of books, have good temperament, temperament and realm, can distinguish the true from the false, the ugly and right from wrong, with the atmosphere of the beauty of the students, with the positive energy to cultivate the students, to achieve aesthetic education inculcation. Labor is labor, training students to have the concept of labor, the love of labor and labor skills, to reject the unproductive, sit back and enjoy, through labor to exercise the fruits of labor, the value of labor in awe of the great nation of craftsmen’s reverence are embodied in the cultivation of labor. Schools through the civilized dormitory, voluntary labor, star dormitory and other activities, so that students participate in labor, cognitive labor in the value proposition and value of dedication, sharing of labor fruits and other embodiment of the important role of labor to realize the labor of knowledge and action. The five elements are developed in a balanced manner, with virtue taking the lead and the others taking into account. The construction of the education system should be in line with the demand of the Party and the country for talent cultivation, the design of the undergraduate training program of the school, the urgent need and permanent need of the enterprises as well as the preparation need, and the demand for talents in accordance with the social development and the trend of the times.

Secondly, the school system is designed to ensure moral, intellectual, physical, social and aesthetic education activities. Last year, the coastal college held a staff meeting, put forward “improve the quality consciousness, build a hundred years of famous school” mobilization, and issued by the document, the whole school seriously study, strict implementation. Schools to establish an organizational leadership group, teaching and student management to adopt high quality standards, the implementation of process control, the results of the process of management and job pay, performance appraisal is closely linked to ensure that the moral, intellectual, physical, social and aesthetic education system of the management of the process of consistency, not go out of shape. Despite the time and effort of the staff, it is very hard, but the school’s reputation and reputation year by year, this is the community’s recognition of the school’s education system, the satisfaction of the results of talent training. At present, the school is in the discipline construction improvement, master training unit assessment, high-quality development in the implementation of the five education and five human development process, to cultivate more social needs of being qualified application-oriented talents.

#### **4.2. Binhai’s implementation of moral, intellectual, physical, aesthetic and labor education system implementation plan**

Qingdao Binhai University in the implementation of moral, intellectual, physical, aesthetic and labor education system,

based on the “establish moral and human” goal of educating people, to take the “all-member, the whole process, all-around” parenting quality control measures, and put forward “planting first cultivate roots” parenting concept, so that students form “move into practice,” parenting is to cultivate students to benefit from the habit of life. This university put forward “planting trees first cultivate roots, educate people with morality as the basis” concept of education, so that students form “move into habits, education is to cultivate students’ lifelong habits”. Teachers, in the process of educating students, utilize the means of “Education is guidance, infection, not control or lecturing.”

**Table 3.** Overview of Moral, Intellectual, Physical, Aesthetic and Labor Education System at Qingdao Binhai University

Education Indicator	Implementation Measures	Quality Enhancement	Key Links	Organizational Support	Remarks
<b>Moral</b>	News reports, Principal interviews, Ideological-political courses, Thematic education, Integrity exams	Patriotism, Heritage of fine culture, Identification with institutional values	Classroom learning, Assessments	<ul style="list-style-type: none"> <li>• Presidential deployment</li> <li>• Vice presidents implement policies</li> <li>• Academic/Student Affairs design systems</li> </ul>	Curriculum-based ideological education
<b>Intellectual</b>	General courses, Technical disciplines, Social practice	Academic achievement, Professional competency, Occupation-ready theoretical skills	Direct/indirect learning, Midterm/final exams	<ul style="list-style-type: none"> <li>• Counselors &amp; advisors execute</li> <li>• Supervision team monitors</li> <li>• Personnel/Security departments coordinate</li> </ul>	Gold-standard course design
<b>Physical</b>	Morning exercises, PE courses, Specialized tests	Physical fitness, Motor coordination, Disease prevention, Occupational adaptability	Theoretical study, Field training, Testing		Comprehensive coordination
<b>Aesthetic</b>	Theoretical study, Reading, Value-sharing activities	Moral sentiment, Appreciation of truth/goodness/beauty in self and world	Immersive experiences in learning/living spaces		Detail-oriented integration
<b>Labor</b>	Dormitory management, Campus sanitation, Volunteer service, Vocational practice, Industry-academia collaboration	Work ethics, Labor values, Collective honor, Cherishing labor fruits, Cultivating visionary mindset	Daily labor, Wed/Fri inspections, Star-rated dorms, Quantified assessments		Implementing through life-integrated practice

**Table 3** shows the measures taken in the daily education and management of Binhai, which are centered on the concept of “the quality of education is the lifeblood of the school, and the satisfaction of students is the criterion for testing the quality of education”. Through 5 aspects to cultivate students with the coastal “small things are not rejected, serious and solid; fast action, complete success; heart to do, can be excellent; dare to challenge, the courage to undertake.” work style. Eventually, we will make the educational career of this university closer and closer to the standard that is conducive to the success of students, the development of schools (teachers), and the progress of the society.

## 5. Conclusion



President Xi's important remarks on education have drawn a blueprint for the development of modern education with Chinese characteristics and of world standard, clarified the fundamental direction that education should serve the people, serve the CPC's governance, serve the consolidation and development of the socialist system with Chinese characteristics, serve the reform, opening-up and the modernization of socialism, and pointed out the development path of education rooted on the land of China, and education to the satisfaction of the people. It has pointed out the fundamental direction of running education on the soil of China and providing education to the satisfaction of the people. This road direction establishes a fundamental theoretical guideline for the construction of a strong education nation in the new era, and serves as an action guide for strengthening confidence in the road of socialist education with Chinese characteristics, and for advancing China's education reform and development in the new era.

To build moral, intellectual, physical, aesthetic and laborious education system is the new era of the dream of a strong country on the requirements of talent, as Shandong's first private higher education institutions, Qingdao Binhai University should resolutely comply with the moral, intellectual, physical, aesthetic and laborious education system of the national education orientation, and to increase the management of the following aspects are summarized as follows:

Firstly, the whole school should be in the education of the education of human beings, emancipation of the mind, keep pace with the times, with President Xi's socialism with Chinese characteristics in the new era for the reform of education and cultivation of talents as the general grips. and cultivate talents, and seriously study a series of important speeches on education by President Xi. To achieve the same values, the direction does not deviate.

Secondly, under the existing system of moral, intellectual, physical, aesthetic and labor education, we should combine the physical and mental and condition changes of college students after the millennium generation to adopt innovative ideas, method innovation, means to seek new ways to reach new ways to promote new exchanges, and ultimately achieve the final goal of letting the students feel the blending of water and milk, and intimate, we use the feelings and conscience to cultivate moral, sense of responsibility, physical fitness, knowledge of aesthetics and gratitude, love of labor and learn to labor the new era of the new generation of the new generation. We shall use our feelings and conscience to cultivate graduates with morals, sense of responsibility, physical fitness, aesthetics and gratitude, who love and learn to work, and who are in demand in the new era, and who will become the successors of the socialist cause with a lot of positive energy and commitment through social training.

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## Disclosure statement

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