FUTURE AND THE CHANGING ROLE OF UNIVERSITIES

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TRADITIONAL ROLE OF UNIVERSITIES

• 13TH TO 19TH CENTURIES: HOME OF GREAT SCIENTISTS (OXFORD, BOLOGNA, SALAMANCA, SORBONNE) - IT IS TAUGHT WHAT THEY KNOW (PERSONALIZED KNOWLEDGE DISTRIBUTION)
• 20TH CENTURY: HOME OF SCIENCES, STANDARDIZED KNOWLEDGE, KNOWLEDGE WORKERS - IT IS TAUGHT WHAT IS EXPECTED FROM ECONOMY AND SOCIETY (MASS PRODUCTION, EFFICIENCY)
NEW CHALLENGES

- States (republics and kingdoms) are pulling back from financing higher education - self financing sources should be generated
- The great social-economic challenge: the real added value is knowledge (and information) great demand for universities’ valuable “product”
- Research (real science) can be financed from the margin of marketed knowledge
- Innovation (knowledge) generation: leadership is more and more with the economy
- Life-long learning: 3-4 times more customer

NEW CHALLENGES (CONTINUED)

New paradigm of time:
- Future planning is not any more the extrapolation of past and present (based on experiences)
- Time pacing: the rhythm of changes is quicker than the time of reaction
- Future planning is derived from the vision on future
- Competition of visions (success criteria: better vision) - leadership, tacit knowledge, metaphysics
GLOBALIZED HIGHER-EDUCATION MARKETS

- THERE ARE GLOBAL AND INTERNATIONAL (TRANSNATIONAL) COMPETITORS (GLOBAL COMPARISON AND RANKINGS)
- QUALITY-ASSURANCE (ACCREDITION, QUALITY MEASUREMENT AND CONTROL)
- ENGLISH IS BECOMING TO BE LANGUAGE OF SCIENCE AND EDUCATION
- CROSS-BORDER MIGRATION OF STUDENTS AND FACULTIES
- THE BEST SCHOOLS ARE ABLE TO GENERATE FUNDS TO PAY THE BEST SCHOLARS AND FINANCE KNOWLEDGE/SCIENCE

GLOBALIZED HIGHER-EDUCATION MARKETS (cont.)

- INTEGRATED HIGHER-EDUCATION SPACE: THE BOLOGNA PROCESS
- BORDERLESS MIGRATION OF STUDENTS AND FACULTIES
- COMPARABLE SYSTEMS TO MAKE IT POSSIBLE TO TRANSFER (UNDERGRADUATE, GRADUATE)
HUNGARY AND BUESPA ON THE GLOBALIZED HIGHER-EDUCATION MARKETS

*Hungary: power in the knowledge business, especially in the low-budget (no equipment) disciplines*

*Economics/business: leadership in the region*

*Language: bi(multi)-lingual cultivation of sciences and education*

BUESPA: FACT SHEET

*5,500 FULLTIME (STATE-FINANCED) AND ABOUT 6,000 PART-TIME (TUITION) STUDENTS*

*450 FACULTY*

*BUDGET: HUF 4,5 BILLION (USD 16 MILLION) - 60% STATE FINANCED, 40% SELF-FUNDED*

*FOUR FACULTIES:*

- BUSINESS ADMINISTRATION
- ECONOMICS
- SOCIAL ECONOMICS
- PUBLIC ADMINISTRATION (COLLEGE DIPLOMA)
VISION AND CHANGE: INTERNATIONALIZATION/GLOBALIZATION AND LEADERSHIP

FACTS
- BEST SCHOOL IN HUNGARY
- REGIONAL LEADERSHIP (WITH WARSAW AND PRAGUE)
- FIRST MEMBER OF CEMS FROM THE REGION (1996)
- RECOGNISED IN EUROPE
- GRADUATES ARE COMPETITIVE INTERNATIONALLY

VISION
- TOP QUARTER COMPETITOR IN EUROPE, No.1 IN THE REGION
- RECOGNISED COMPETITOR WORLDWIDE
- GLOBAL QUALITY STANDARDS
- REGIONAL “FLAVOR”
- CROSS-BORDER PROGRAMS FOR HUNGARIAN MINORITIES IN TRANSYLVANIA, SLOVAKIA, YUGOSLAVIA

VISION AND CHANGE: CURRICULUM DEVELOPMENT

FACTS
- FIRST STANDARD INTERNATIONAL UNDERGRADUATE CURRICULUM
- BEST-SELLERS ON GRAD LEVEL:
  - FINANCE
  - ACCOUNTING
  - MANAGEMENT
  - MARKETING
- NEW TEACHING METHODS (INTERACTIVE, CASES)
- LEADERSHIP IN TEXTBOOKS

VISION
- NEW REFORM OF UNDERGRAD COURSE STRUCTURE
- NEW SPECIALIZATIONS (DEPARTMENTS, FACULTIES):
  - INFORMATION MGMT
  - ENVIRONMENT MGMT
- e-EDUACTION (!?)
- NEW TEXTBOOK PROGRAM
VISION AND CHANGE: LANGUAGE

FACTS
- TWO LANGUAGE EXAMS ARE NEEDED FOR THE DIPLOMA
- COURSES AND PROGRAMS OFFERED IN ENGLISH (UNDER-GRAD, GRAD, MBA, Ph.D)
- JOINT AND EXCHANGE PROGRAMS IN ENGLISH, GERMAN, AND FRENCH

VISION
- FOREIGN-LANGUAGE TRACKS IN THREE LANGUAGES (ENGLISH, GERMAN, FRENCH)
- INTENSIFIED PUBLICATIONS IN FOREIGN LANGUAGES

VISION AND CHANGE: FUNDING

FACTS
- 60% STATE FINANCING (QUOTA-BASED) AND 40% SELF-GENERATED FUNDS
- JUST BRAKING-EVEN OPERATION
- UNDER-PRICED PROGRAMS
- “STATE-OWNED” MODEL WITH MIXED FINANCING (RESOURCE ALLOCATION, PERFORMANCE APPRAISAL, COMPENSATION)

VISION
- 50-50% MIXED FUNDING IN 3 YRS (50% INCREASE IN SELF GENERATED FUNDS)
- TUITION PROGRAMS: HIGH-END MARKET POSITIONING (HIGH QUALITY-HIGH PRICED)
- CO-OPERATION AND SPONSORSHIP WITH THE BUSINESS COMMUNITY
- MIXED- MODEL IN RESOURCE ALLOCATION, PERFORMANCE APPRAISAL, COMPENSATION