

## ПОВЫШЕНИЕ ЭФФЕКТИВНОСТИ И КАЧЕСТВА ОБРАЗОВАНИЯ

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*В статье рассматриваются воздействие глобализации и демографического развития на систему образования в Европе и Украине. Миграция студентов в другие страны означает уменьшение часов для персонала, уменьшение бюджета и, как следствие, снижения уровня и качества общего образования.*

*Преподаватели, сотрудники и администрация академий и университетов борются друг с другом за часы в месторазмышления о стратегическом маркетинге, новых образовательных проектах, новых идеях, новом медиа-развитии, чтобы привлечь отечественных и зарубежных студентов.*

*Статистика показывает, перемещение студентов по всему миру. Студенты мигрируют в высокоразвитые страны из-за перспектив там после выпуска. Украина в сравнении с другими странами показывает те же тенденции. В качестве примера проведено исследование в Харьковской области.*

*Старый способ мышления, что университеты – правительственные учреждения с безопасными рабочими местами не отражают реальность. В настоящее время, университеты и академии подобны частным предприятиям, которые продают и предлагают продукт на рынке под названием "образование".*

*Студенты в глобальном мире могут выбрать страну, город или учреждение. Даже онлайн в неткаких-либо границах вообще.*

**Ключевые слова:** демографическое развитие, глобализация, уровень образования, миграция студентов, привлечение иностранных студентов, стратегический маркетинг.

## INCREASING EFFICIENCY AND QUALITY OF EDUCATION

Michael Schaefer

*The article discusses and shows the impact of globalization and demographic development on the educational system and level in Europe and Ukraine. Migration of students to other countries means decreasing hours for staff, decreasing budget and as a result a decreasing level and quality of education in common.*

*Teachers, staff and administration of academies and universities are fighting with each other for their hours instead of thinking about strategic marketing, new educational projects, new ideas, new media and innovative development to attract domestic students as well as foreign ones.*

*Statistics show overcoming students worldwide. Trend is demonstrating that students migrate in high-ranked countries because of perspectives there after graduation. Comparison Ukraine with other countries shows the same trends. As an example the study in Kharkov region is shown here.*

*The old way of thinking that universities are governmental institutions with safe working places don't reflect the reality. Nowadays, universities and academies are like private enterprises which sell and offer a product on market named "education".*

*Students in a global world can choose the country, city or institution. Even online is up to date without any borders at all.*

**Key words:** demographic development, globalization, educational level, migration of students, attracting foreign students, strategic marketing.

**Introduction:**Over the last years, the influence of globalization and demographic development hits the universities in Ukraine as well as in Europe.

Fact is that all educational institutions fight with decreasing numbers of students each year and in following with a decreasing budget and hours for teachers and staff.

In parallel to this development, the students are leaving the country and looking for higher and better education abroad, for example in Poland, Slovakia, Germany, France, Italy, Great Britain, Canada, USA and others, which fasten this process on the domestic market.

**Materials and Methods:** Common scientific and practical methods have been used in our research such as systemic analysis, content-analysis, logical and structural analysis, analysis of dynamics and prognostication.

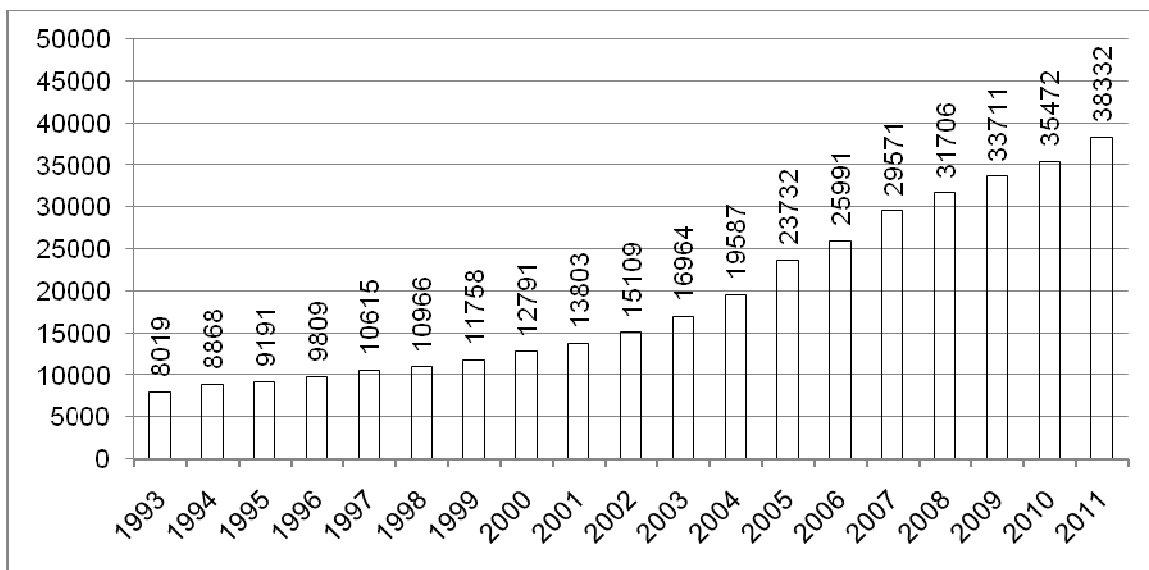
**Purpose** of our article is to propose practical mechanism for increasing efficiency and quality of education in Western and Eastern Europe.

**Development of foreign students in Germany:**

The graph (Figure 1) shows the development of students on example of Germany over the last years.

The number of foreign students increased in Germany for about 8%, that means, about 10% of all students are foreign students (in the year 2011 the total amount of students were 392.200, 38.300 students were foreign citizens). Most of them in 2011 were from China (13%), Turkey (7%) and Russia (5%). Others were for example from Austria, Poland, Bulgaria, Slovakia etc. In this meaning, it is visible, that students go west.

They choose for them the highest level of education to get better jobs in their future. From those students, 36% passed bachelor exam, 26% passed a traditional university exam, 25% finished as master and 11% studied PhD.



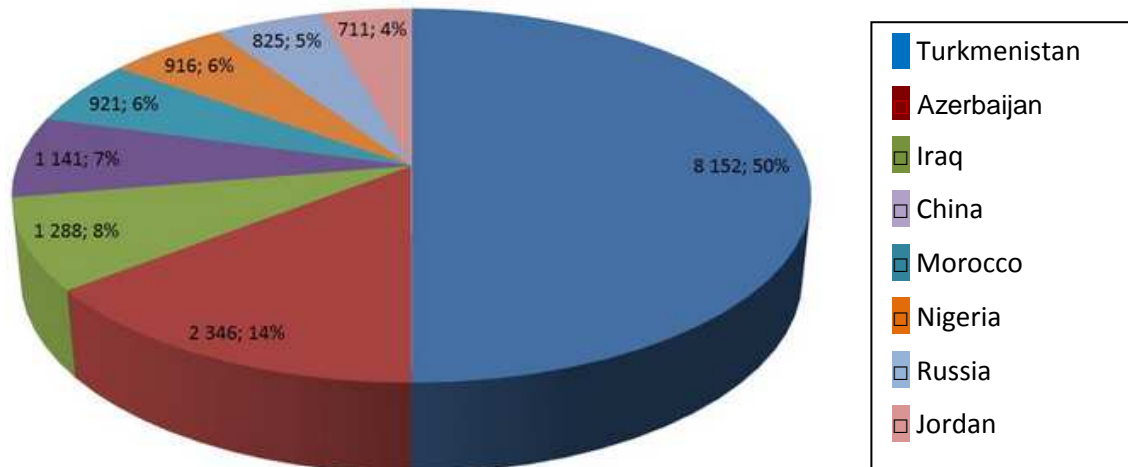
Picture 1: Foreign Students in Germany, 1993-2011

Source: Statistisches Bundesamt, Germany, 2012 [1]

**Development foreign students in Ukraine:**

In Ukraine the situation is similar, but, unfortunately, it is difficult to find common statistics about the development of all Ukrainian universities during the past 15 years. But the founded material shows trends in Ukraine, where there are over 50 thousand foreign students, and most of them at universities in Kyiv and Kharkov. For example, according to the data of Educational and Scientific Department of Kharkov Regional State Administration, more than 21.000 international students from 117 countries around the world studied in higher education in Kharkov. According to the numbers of Kharkov

University, it is over 17% than in previous year and over 350% than eight years ago. Now the University of Kharkov has about 9% of foreign students. Most foreign students were from countries of Asia, Africa and countries of Europe. The graph below shows the amount of foreign students and the country where they came from:



Picture 2: Foreign students at Kharkov Universities, 2012/2013

Source: created by author according to [2]

For example, Kharkov National University of Radioelectronics was teaching foreign students over the last 20 years from Azerbaijan, Turkmenistan, Nigeria, Congo and Cameroon. Previously, there were many more students from abroad. Now there are an increasing number of visitors from the former Soviet Union countries like Azerbaijan, Uzbekistan, Turkmenistan and last year joined by students from Kazakhstan and additionally the numbers of students from Africa increased.

There are scholars among foreigners, they learn by agreement between the states. Students from Kazakhstan and Angola are paid by their countries for their education. But it is rather an exception. This refers to the strongest students, specially selected to study abroad. In general, all foreigners are prepared well, but some of them are not able to adapt quickly to a foreign language, local customs and traditions. They, seems, lost and closed in themselves.

In comparison with foreign students from Africa and former Soviet Union countries, the domestic students leave Ukraine in order to get a better education and as a result a better and well-paid job in their future. For example, the United States will increase the number of students from Ukraine. U.S. will redouble the number of Ukrainian students in the academic year 2014/15. This is pointed in the statement of the U.S. State Department. This department will expand funding for the year a new Ukraine – U.S. Fulbright program in science and technology, which will fully fund the travel and studies of selected groups of Ukrainian students to U.S. universities in the academic year 2014/15.

Over 50 future leaders of Ukraine will be eligible for short-term exchange and obtain professional experience in the United States in critical areas.

Also, the United States will create competition for graduates' innovation – Ukrainian Grant for Alumni of the U.S. Government to allow graduates to make the best ideas that will benefit the country.

According to these examples, in common the number of foreign students in the world rose to 3.7 million in the year 2009. In comparison to the previous years, this amount rose by 77% since the year 2000 and by 6.4% to 2008 (3.4 Million students).

According to statistics from the OECD countries, the leaders who make the largest number of foreign students in absolute terms, is the United States (place of learning for 18% of foreign students, although they account for only 3.5% of the total student population of the country), the UK (10%), Australia (7%), Germany (7%) and France (7%),

Canada (5%), Japan (4%), Russia (4%) and Spain (2%).

Since 2000, the share of education in the U.S. market dropped by five percentage points in Germany two and UK one, instead Russia, Australia and New Zealand increased their share by two points.

Countries in which international students make up the highest percentage of all students are Australia (21.5%), the UK (15.3%), Austria (15.1%), Switzerland (14.9%) and New Zealand (14.6%). In absolute terms, China accounts for the largest percentage of students studying abroad (17%), followed by India (6%), Korea (4%), Germany (3%), France and Russia (2%).

Foreign students make up a significant portion of those who joined the research program in Switzerland (47%), the UK (43%), New Zealand (35%), the USA (28%) and Australia (26%). The corresponding figures for Austria, Belgium, Canada, Iceland and Sweden also exceed 20%.

Thus, the OECD report also highlights that the English language is an important factor to attract students to the many non-English speaking countries, providing an opportunity to study English.

It should be noted that according to statistics released by the State Statistics Committee of Ukraine in 2011, the national system of higher education enrolled 2.5 million students. In the Ukraine are taught 48 thousand foreign students representing 2% of the total number of students in higher education. The largest number of foreign students in Ukraine are from China (6.000), followed by Turkmenistan (5.500), Russia (4.000) and India (3.000). The report of the Organization for Economic Cooperation and Development of Ukraine is not represented.

In an Internet-article 29.10.2013 was mentioned, that Poland compared with Germany for the first time surpassed the number of students from Ukraine.

Poland for the first time was ahead of Germany by the number of Ukrainian students who also took the first place among all foreign students studying in Polish universities. Most Ukrainian students enrolled in universities of Warsaw. According to an UNIAN correspondent in Warsaw and according to the Polish educational organization "Perspektywy", the number of students from Ukraine in Poland only in the last year has increased by more than 50% to almost 10 thousand people. "Whenever often speaks of"Ukrainianization of Polish universities, since 2005 the number of Ukrainian students increased more than 5 times wrote the organization. As a result, that the Polish media called the situation in Ukrainian higher education as catastrophic. According to them, among the 28 countries of European Union, Poland is the absolute leader for Ukrainian students and is second only to the Russian Federation by the number of students from Ukraine studying abroad.

The source also said that a year of study at a public universities in Poland averaged worth between 2 and 4 thousand Euros (excluding Medical Specialties and special business education MBA), noting that Ukrainian master Polish easily and quickly adapted to life in Poland through similarity of cultures. It also said that Ukrainian students join Polish universities due to lower costs of living compared to other countries of the European Union. Dr. Sivinski (Sivinski, 2011, Educational trends) noted that Ukrainian students often study in Poland for humanitarian areas, mentioned among the most popular international relations in economy.

In addition in Polish universities often studied citizens of Belarus (3400), Norway (1500), Spain (1300) and Sweden (1200). The estimated contribution of international students to the national economy each year is about 100 million Euros, noted in the foundation. In late September, the "Polish Rzeczpospolita" wrote that students from Ukraine can become a "lifeline" for Polish private universities in the coming years due to a projected decrease in student numbers caused by the demographic crisis.

But what can we do to stop this process, to get students back in Ukrainian

classrooms and to rise hours and budget of staff and university?

Mainly it is necessary to stop discussing, fighting and wasting time and energy by negotiating schedules from month to month and to start developing new ideas and being innovative.

It is necessary to recognize that educational institutions teaching economy should be able to work like an enterprise and to think entrepreneurial. Teaching students in marketing, management and organization it is necessary to show them by example. The main task of each educational institution is to give students a high level of knowledge and everything they need to find a good job after studying. But nowadays, the demand of enterprises changed. Employers' don't want students anymore, who just know theory. Those ones have no idea about practice at all. And one important fact is that our knowledge doubles worldwide in less than 4 years, in IT already less than 2 years. That means that enterprises have to educate and teach their new staff by investing money and time.

Looking back into the past doesn't help in an active way, only by analyzing mistakes and by using experience for developing new ideas, methods and strategies. The volume of knowledge is rising day by day, fact is that the Half-Life of knowledge is getting shorter each year, it means the time, when knowledge is only half valuable or doubling, e.g. each minute a new chemical formula is developed, each third minute a new physical context discovered and all 5 minutes an new medical fact is won. The amount of knowledge doubles worldwide in less than 4 years. What are universities and particular teachers are doing to compare this fast development of knowledge? What new methods do universities offer for students? Which marketing strategies do they offer? Which international and practical experience do they provide in a fast changing global economy? What do universities know about the demand of enterprises, the needs of employers?

- The world and markets are changing rapidly.
- Globalization makes business more and more international.
- Internet is used by everybody (e-bay, online conferences, VoIP Calling).
- Traveling between countries is getting faster and easier.
- Worldwide population is growing, in Europe population is decreasing.
- People are getting older, they are living longer which means demands are changing and also needs of older population, people are working longer.
- Knowledge is doubling worldwide in less than 4 years.
- Europe is expanding east, students and education is moving to the West
- Enterprises demand experienced students in practice, not only in theory

At the moment, students study at university and receive a high level of education which is depending on country, city and educational institution. They demand a high level of education to have a change on international market and to receive a good salary in their future. The following table shows the main spheres and specialties foreign students studied for example in Germany in the year 2009.

Table 1 – Most popular fields of study/specialities in Germany

<i>What foreign students study</i>	<i>Germany</i>
social science, economic science, law	10.373
engineering	7.240
mathematics, natural science	5.933
languages and cultural science	4.831
art	2.665
medicine, health science	1.714
agricultural science, forestry, nutritional science	713
sport	137
veterinary medicine	93
<i>Total</i>	33.699

Source: Statistisches Bundesamt, 2009 [3]

To compare the level of education, the following table shows differences between practical and theoretical knowledge in educational sphere at German institutions [4]:

Table 2 – Comparison of educational institutions in Germany

University	High School	Duale High School
<ul style="list-style-type: none"> <li>– highest level of theoretical education</li> <li>– students can take internships, but there is no need</li> <li>– generally no practical experience at all</li> <li>– students need to apply for a job</li> </ul>	<ul style="list-style-type: none"> <li>– high level of theoretical education</li> <li>– students must take internships (1 month)</li> <li>– little practical experience</li> <li>– students need to apply for a job</li> </ul>	<ul style="list-style-type: none"> <li>– high level of theoretical education</li> <li>– students are employed in an enterprise (training on the job)</li> <li>– highest level of practical experience</li> <li>– students are already working and receive salary and social insurances</li> </ul>

Source: created by author

In Ukraine there are no different kinds of universities or academies, the practical parts are missing completely. Internships are possible, but there is no need or force for students doing it [5].

The following part shows some ideas and suggestions, what is possible to increase attractiveness for students and to safe working places for teachers and staff, to safe budget and to be innovative in future perspectives and education:

- Methods of Learning must be up to date (Internet, Multi-Media, etc.), teachers still use old books and methods, students are boring.

- Learning must be a fun experience and filled with idioms, phrases and practice.

- Teachers, Docents, Professors and educational institutions must be judged by students and scholars, work must be effective, also the payment which should be orientated on success.

- In times of globalization, demographic development, import and export of knowledge as a capital and product between countries, education becomes more competitive on the one side and higher quality on the other side.

- Teachers, staff and Professors must develop and rise skills, particularly in practical examples.

- Students need practical experience to be competitive on labor market; it is up to university to give them this knowledge.

**Conclusions:** All universities depend on students, they are *CLIENTS*. Universities need to accept, that they are nothing else than like a private enterprise which need to fight for market share and customers which nowadays have the choice and they use it.

Globalization places enterprises and educational institutions more and more in front of new and higher challenges in competition with markets of producing, disposition, selling and education. The fast development of technology and individual changing of customers behavior need complex and efficient business processing, which integrates marketing, merchandising, logistic, customizing and education. New missions in quality management and controlling need to save success of business.

It is time to cut old stereotypes like:

- When asking students about what they learn at university, mostly they respond “we don’t need that”.

- Our education is old fashioned, students don’t learn much about actual life, or what they really need. They are even not able to write an email correct way or a CV.

- To raise quality of education we need to start with staff and teachers which are responsible for students' success.
- Teaching is becoming a profitable business which needs marketing strategies and good products for the future.
- Education has no borders between countries anymore.

As Germany spooked foreign students, the EU wants to promote the mobility of students. But German universities often don't easily allow overseas students.

The EU wants to make Europe's universities more accessible to students from all over the world, relaxed entry and residence regulations to attract talents. Within the EU, students and researchers should less be complicated to change the country.

Germany is likely to come in handy this foray. If in a few years the double school graduation classes have made their statements, German universities will be increasingly dependent on foreign interest.

The motto is clear: only internationally oriented universities will be successful on a long term, but what about the internationalization of German Universities?

At first glance, pretty well: almost 800 English-language bachelor and master programs lists the website of the German Academic Exchange Service. Many of the programs do not cost even tuition.

But the second glance shows that German foreign students are rather scared. A study published in 2012 by the educational researcher Ulrich Heublein revealed: Only half of the foreign students in Germany make a degree. These applied only every fourth to be able to stay after studying in Germany – while they would like to stay indicate about 80 percent. Previous studies of the university information system showed that approximately 40 percent of the foreign students only once a week or less have contact with their German counterparts.

With international magnets, such as UK, Germany cannot keep up. Top rankings of institutions such as Cambridge and Oxford in rankings generate interest worldwide. But even in this country, there are approaches to address international students stronger. "A fair number of German universities is now trying to keep up with foreign competition", says Nina Grether of the European Internet platform StudyPortals. The FU Berlin attaches great importance to their English courses and worldwide branch offices. "The Jacobs University and the University of Göttingen regarded as progressive". As a pioneer in the care of foreign students, the University of Bremen is true: There is a mentoring program for foreign students. Even though there is no German equivalent to pioneer universities such as the Institut d'Etudes Politiques de Paris (SciencesPo) in France.

More than 45 percent of students come here from abroad. "The dropout rate is negligible" says Francis Verrillaud, the director for international affairs. Characteristic are the course contents: Teaches not only the curriculum of the subject. Credit Points are also available for music lessons, art projects and attending lectures that move with issues off the classic undergraduate subjects, for example: "What connects Germany and France" It is a mix of international education and cultural life of French that is taught on the SciencesPo.

Models there are also outside Europe. With nearly 10,000 foreign students the University of Southern California is the most international university in the United States. A separate section is devoted to the welfare of foreign students: it offers workshops, festivals and conferences, mentoring programs and travel trips during the holidays.

The EU plans to implement the simplified entry requirements for students by the year 2016. Until then, must have done a lot in Germany. For EU Home Affairs Commissioner Cecilia Malmström has certainly not wrong when she says: "These people will be there for us in the future, the key to development and growth".

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