

ЕКОНОМІКА ЗНАНЬ, ІННОВАЦІЙНА ЕКОНОМІКА

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СЕРІКЕ АКАДЕМІЯ ЯК СУЧАСНА ОСВІТНЯ БІЗНЕС-УСТАНОВА НА ГЛОБАЛЬНОМУ РИНКУ ОСВІТНІХ ПОСЛУГ

Шефер Міхаель

Поточне століття є надзвичайно «просунуте» і назване століттям сучасних комунікацій. Тим не менш, багато компаній та освітніх закладів за своїм розвитком ще не досягли його рівня; навчальні матеріали та методи навчання часто мають статус 90-х років. Міжнародні комунікації в даний час набувають все більшого значення і змінюються швидкими темпами. Це означає, що сучасна освіта повинна йти в ногу з часом, з новими та інноваційними способами обміну досвідом, а також постійним підвищенням кваліфікації в мінливому глобальному і сучасному науковому світі.

Інноваційний розвиток відбувається одночасно на всіх рівнях, не обмежується будь-якими питаннями, тенденціями або видами діяльності. Застій означає регрес, тому ми не хочемо стояти на досягнутому рівні з нашими проектами, ми намагаємося показати нові перспективи для того, щоб знайти нові і, можливо, незвичайні способи. Сучасна освіта та навчання вимагають нових методів і сучасних форм, які повинні бути скоректовані оперативно відповідно до глобальних комунікацій і способу життя.

У нашій статті ми представляємо наш проект, який орієнтований на високий рівень наукових досліджень і в той же час на отримання практичного досвіду, адаптованого до інноваційних сучасних ринків.

Ключові слова: інноваційна освіта, подвійна освіта, наукові дослідження, теорія і практика, юнацьке підприємство

СЕРІКЕ АКАДЕМІЯ КАК СОВРЕМЕННОЕ ОБРАЗОВАТЕЛЬНОЕ БИЗНЕС-УЧРЕЖДЕНИЕ НА ГЛОБАЛЬНОМ РЫНКЕ ОБРАЗОВАТЕЛЬНЫХ УСЛУГ

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Текущее век является чрезвычайно «продвинутым» и назван веком современных коммуникаций. Тем не менее, многие компании и образовательные учреждения по своему развитию еще не достигли его уровня; учебные материалы и методы обучения часто имеют статус 90-х годов. Международные коммуникации в настоящее время приобретают все большее значение и меняются быстрыми темпами. Это означает, что современное образование должно идти в ногу со временем, с новыми и инновационными способами обмена опытом, а также с постоянным повышением квалификации и меняющемся глобальном и современном научном мире.

Инновационное развитие происходит одновременно на всех уровнях, не ограничивается какими-либо вопросами, тенденциями или видами деятельности. Застой означает регресс, поэтому мы не хотим стоять на достигнутом уровне с нашими проектами, мы стараемся показать новые перспективы для того, чтобы найти новые и, возможно, необычные способы. Современное образование и обучение требуют новых методов и современных форм, которые должны быть скорректированы оперативно согласно глобальных коммуникаций и образа жизни.

В нашей статье мы представляем наш проект, ориентированный на высокий уровень научных исследований и в то же время на получение практического опыта, адаптированного к инновационным современным рынкам.

Ключевые слова: *инновационное образование, двойное образование, научные исследования, теория и практика, юниорское предприятие*

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THE SEPIKE ACADEMY AS A MODERN EDUCATIONAL BUSINESS-INSTITUTION IN THE GLOBAL EDUCATIONAL MARKET

Schaefer Michael

Current century is well advanced and named as the communications century. Nevertheless, many companies and educational institutions have not yet arrived there; teaching materials and teaching methods often have the status of the 90s. International communications are now becoming increasingly important and are changing faster. It means that modern education must keep pace with the time, with new and innovative ways to share experiences as well as the improvement of skills in a rapidly changing global and modern scientific world.

Innovative development takes place simultaneously at all levels, not limited to any issues, trends or activities. Stagnation means regression, so we do not want to stand on a reached level with our projects, we try to show new perspectives in order to find new and perhaps unusual ways. Modern education and training needs new methods and modern forms, which must be adjusted promptly according to the global communications and life-style.

In our article we present our project, which is oriented at a high level of scientific researches and at the same time gaining practical experience, adapted to innovative modern markets.

Keywords: *innovative education, Dual-education, scientific researches, theory and practice, junior enterprise*

Introduction. Globalization faces companies increasingly with new and greater challenges in competing for market share. The rapid development of technology and the change of customer behavior require a complex and efficient operational management including marketing, merchandising, logistics, customizing, human resources and many other integrated areas. New issues in quality management, controlling and in innovation are an existential necessity for the success of businesses today. But not only these factors play a crucial role in the field of education and training, but also issues such as demographic development, lack of skilled labor, youth unemployment, etc.

In the battle for qualification, budgeting and financing of modern colleges and universities, the fight for students will be the factor of the future. The times in which state colleges and universities haven't had to worry about existence or financing, are over in the 21st century. Due to declining student enrollment, demographic development, globalization and other factors, it is also true to think more and more entrepreneurially and to develop new strategies, methods and marketing concepts for a long-term claim on the education market. Reasons, developments and tendencies are rudimentary covered subsequently in this work. We also show solutions and describe an innovative type of training, which includes the issue of integration of theory and practice to meet the needs of companies and the market.

Project goals. Higher education as a key strategic objective in modern global requirements aims to reduce the outflow of domestic students and to attract foreign students through the use of modern teaching methods, scientific knowledge and practical training. The optimal preparation of students of tomorrow for a growing global labor market is an essential component in order to support domestic enterprises, thereby ensuring a strengthening and improving competitiveness.

In a globalized world where borders and distances disappear, students orient more and more to where they expect a better education, but also a better chance for their career paths. Besides above mentioned «brain drain» of indigenous students it is to add that while negative demographic development, the number of students from year to year decreases, and thereby the struggle for new students, an increase of customers and market share will intensify. It is visible that the quality of education among students is becoming increasingly important and students orient themselves in the global market to choose for the best deal, based on value for money.

Just as important in this context is the increasing availability of On-line courses and seminars, distance learning and On-line academies. But even here, only theoretical knowledge is taught and the teaching of practical knowledge is missing here completely.

As in all sectors counts also here the value for money, or in other words the cost-benefit factor of a particular product. The product formation was not evaluated in the past as a product, which is traded on the open market, but as a given state privilege. But this is no longer the case, education is a product that is available and can be obtained on the open market and thus utilizing the Quality Management (QM) and need marketing strategies to its customers (students) to advertise.

This change of thinking is necessary in the future to further continue to exist as a modern educational institution in a global market.

Demographic influence of education. The demographic development is composed of four fields: 1) field of fertility (the number of births); 2) field of mortality; 3) field of migration; 4) field of population structure and population equivalents. The above-mentioned areas defined below the population structures, the natural population movement, population trends and population distribution and their changes, which in the context of globalization and the growing population in the African and Asian countries on the one hand, and a decline in population in the Western countries on the other hand is constantly changing and in the future will continue to change.

Thereby not only economic factors play a role, but also social aspects, as nowadays thanks to the Internet not only new professional and economic perspectives are given, but e.g. also develop the theme of building partnerships (families) between the cultures which imply a continuing shift and change of these structures by themselves.

The economic theory of fertility can convincingly explain the observed in most industrialized countries, negative relationship between number of children and social position (Demographic-economic paradox) and the gradual disappearance of the multi-child family in conditions of equality of the sexes.

The increasing individualization in the modern global world raises prospects and development opportunities of individuals. But the formation of a partnership would affect precisely those freedoms, perspectives and individual personal development and career opportunities very strong, and this over longer term period.

Especially here, the topic location plays an important role, because nowadays the choice of employment also includes a choice of residence and career is often associated with a change of location, which further limits the theme of family and children.

For this reason, the probability to give up children and to marry or to alter that date as far back as possible increases, and thus education or career are more important.

The wealthier, freer and more educated a society becomes, the fewer children it gets. The causes of the decline in births are different. Individualized CVs, rising incomes, a vastly improved education and related employment opportunities, particularly for women have made a life without children more attractive, and at the same time, the world of work increases demands on mobility and employment of both partners and thus made it difficult to get create families.

Parallel on the one hand the costs for child care rose, and on the other hand, the opportunity cost of reproduction if the pursuit of professional goals is limited. The current mindset in modern social systems in most countries of Western Europe in the case of old age and illness think that we do not longer dependent on children. However, this is not correct, because without young workers who pay the social security contributions might be missing this money later to their security in old age. Children are also in modern social systems the decisive factor for securing the benefits for sickness, unemployment, disability and retirement.

High separation and divorce rates with far-reaching financial consequences especially in the presence of children make the family planning unsure for both sexes, the demands on a suitable partner increase and parallel it reduce the likelihood of further children. Long training periods and difficulties entering the job market lead to a delay of family formation, which with increasing age of the person concerned and the demands on the partners grow.

The ever higher education of women who exceed men at High School meantime, constraints for educated women and poorly educated men the range of potential partners (since women previously rarely accept a far inferior man, and men seldom accept a far superior woman), yet exacerbated by the higher migration tendency particularly of well trained Eastern European women.

Additional there is also a declining of religiosity and an increasing of urbanization, unsafe expectant careers, lack of availability of suitable family living space in urban areas, and more.

Highly qualified staff wanted. The search for skilled workers and specialists abroad assumes new dimensions; more and more companies can no longer fill vacancies. This takes time, sales and profits and affects the further business development.

Therefore companies, employment agencies, associations and recruitment agencies looking for new ways to bring e.g. specialists and young professionals, particularly in the STEM professions to Germany. But this raises new problems, which may not be meaningful in mainstream education systems and are therefore not given sufficiently importance in the training of young people in a global market. Among other things, this concerns the following areas:

- Overcoming language barriers,
- Cross-Cultural Management,
- Differences in culture, religions, traditions,
- Different work organization,
- Recognition of diplomas of various countries,
- Lack or different levels of knowledge and practical experience,
- Different demographic developments,
- Differentiated consumption and consumer behavior.

Companies are increasingly looking for so-called «Young Professional» and therefore expect an increasing number of compromises, when it comes to their own ability to compromise in terms of demands on new employees. Meanwhile, the number of vacancies is increasing as well as the willingness to compromise on the site of the company. But do compromises have to be real? Is it not time to move with the times and adapt to the modern needs of the labor market in the field of education and to focus modern workplace and practical training? On both sides, the requirements and demands have changed. In a growing global market the demands and claims not only to candidates increase, but also to the company. Employees would like to work in an international company in order firstly to promote their career and on the other to obtain a long-term job security. But most young people are badly prepared for the tasks ahead; practical experience, which gives them an advantage, they can hardly show. But companies want ready-trained people, because they do not have the time or the money to invest in their career entry qualifications. But how this gap can be closed? What are the possibilities, advantages and disadvantages and what is innovation in education?

Innovative approaches in higher education. With our concept we will go one step further. We are of the opinion that the measures so far, to unite theory and practice with each other, are not enough, especially in the

regions where the dual training system is largely unknown. Our idea of a new and innovative university not only combines theory and practice, but prepares students effectively and targeted to their subsequent activities and engages in parallel the issue of financing and cost-cutting.

Modern universities cost students or taxpayers a lot of money. But this money is important to ensure a high quality of training.

We also try to answer the question in our concept how future employees can be better prepared for their use? Often one talks about virtual companies, but are they really close enough to practice? We have discussed these issues intensively and have come to the following conclusions:

1. Students of tomorrow need sound scientific research based knowledge
2. The need hands-on experience, and not only during a one-month internship, where they spend more time at the copier than really learn something useful.
3. The mixture of practice and theory must be complementary. The dual training system provides an excellent basis, but does not cover and convey all things.

Those students who could not find a company, for example, which gives them the practice, learn only the theory. But universities themselves can basically convey this practice, at least in subjects such as marketing, Human Resources, business administration, controlling, auditing, property management, and more.

4. Many companies are looking for young professionals and executives to expand in the international market. However, how does the current procedure works? One seeks employees or students in the domestic market, and then to send them in the «foreign market» to implement there the home concept one on one. The consequences of this strategy are enormous cost, high fluctuation, cultural differences, language barriers, lack of understanding of the mentality, etc.

Logically it would be better to recruit new employees already in the destination country and to form them in the home country of the company, to send them back after to the destination country. So target and actual requirements would better cover and allow implementing the conversion faster and cheaper.

So what would be if the university would even accept the practical training? The relevant departments are actually available, perhaps currently only rudimentary, but this could be expanded. Currently many people are employed in universities with administrative tasks, which could be partially or in whole acquired by students. This would on the one hand significantly alter the cost structure, and provide on the other hand the practical part enormously. Also it would add the possibility of each university to promote and to develop the theme of «entrepreneurship» stronger.

Often young people want to start their own business, the knowledge which they obtained in the study therefore is not sufficient. In an increasingly strong global market this direction is crucial for their future success.

Companies would thus save costs, since a long training period of young graduates would be deleted. Candidates would have profound practical knowledge, since they have provided not only practical work, but also have management experience. Here this kind of university has no limits. All is permitted that is innovative and successful. And the success of students can be measured in the company's («university») success. By connecting those kind of university will not be not only successful with practice but also with other universities from other countries as a kind of network, such topics as internationalization, globalization, intercultural management, etc. can be combined effectively and modern.

Summary and outlook. Innovation does not mean just to go with the time, but to be a little ahead of time. But this also means that there are resistances which must be overcome. Innovation means progress and progress means change. But changes for many people and above all the decision makers are connected with work, retraining, responsibility, risk and other negative things. However, without these steps there is no development. The biggest hurdle lies in ourselves, because in most cases one has to hear: «we have always done so.» That may be so, and it may be that it also worked well in the past, but it does not mean that tomorrow it will still work.

To change something, we must first change ourselves!

Likewise, the cost factor plays a critical role in every innovation. Because there is also a certain risk that the resources used cannot be covered.

Our concept includes a simple strategy, which also includes the issue of cost and financing, which is described in detail in the business plan. In summary, our approach is shown schematically in Figure 1.

The above scheme provides unprecedented opportunities and prospects worldwide. Among others are also subjects to be considered, which provides collaboration with the Goethe Institute, the Chamber of Commerce, organizations such as TOEFL, IELTS, etc.

Hereby the courses are adapted to the Bologna process and provide study content according to international standards of professionals and professors.

The following conditions must be created:

1. International Certification and Diploma
2. The imposition of registration and recognition as an international university
3. The transcript of the statutes, study programs and curricula
4. Finding suitable partners and professionals who are willing to start this project and to organize it.
5. Location and financing
6. Application for Grants under the Horizon 2020 program

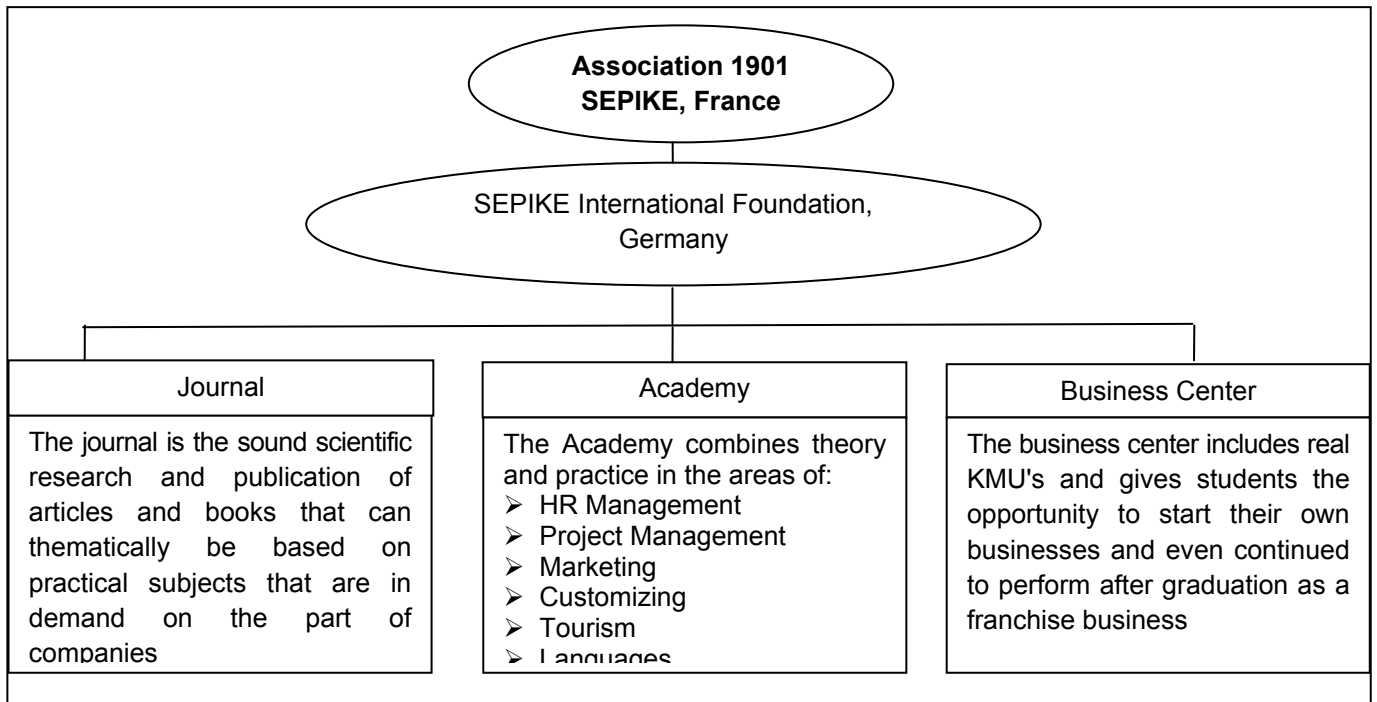


Figure 1. SEPIKE concept

Source: created by author

Junior Enterprise. The project offers students the opportunity to start their own junior companies and so to better communication on economic and business closer than an international project. The junior company received after it was founded 90 shares, each worth € 10. Thus, the start-up capital of the company is provided. As in real life Taxes, and Insurance contributions must be paid, generates reports, produced and marketed products or services are provided. At the end of the year the company will be automatically dissolved and its shareholders paid dividends. Specifically, this means that the participants are funded by the acquisition of knowledge and experience on their way to critical and responsible personalities and the impact of their decisions and their actions are aware of themselves and others. It should always have the economic, environmental and social impacts are considered equally. In this way, young people will allow to perceive the needs of present and future generations and to consider these issues accordingly.

In addition to materials that are made available, advises and assists Association 1901 «SEPIKE» the Junior Company, organizes events and provides contacts with companies, schools and universities.

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