

The university as a modern educational enterprise in the future global market

The 21st century is already well advanced and was named as the century of communication. Nevertheless, many companies and educational institutions have not yet arrived there; teaching materials and teaching methods often have the status of the 90s.

International business, traveling and education are now becoming increasingly important and are changing faster and faster. This means that modern education has to keep pace with the times, with new and innovative ways to share experiences as well as the improvement of skills and capabilities in a rapidly changing global and modern scientific world.

Innovative development takes place simultaneously at all levels, not limited to issues, trends or areas of activity. Stagnation means regression, so we do not want to stand on a stage reached with our products and project, but try to show new perspectives in order to explore new and maybe unusual ways. Modern education and training needs new methods and modern forms that need to be adjusted in a timely manner of global communication and life-style.

Our project aims at a high level of scientific research and at the same time collecting practical experience, adapted to innovative and modern markets.

Key words: globalization, international markets, training and studies, innovative concepts, career, competitiveness, labor market, theory and practice, communication.

Introduction. Globalization leads companies increasingly facing new and greater challenges in the competition for market shares. The rapid development of technologies and change of customer behavior requires a complex and efficient business management, marketing, merchandising, logistics, customizing, human resources and many other areas. New issues in the quality management and controlling are an existential necessity for the success of companies. But not only these factors play a vital role in the area of education and training, but also issues such as demographic development, lack of skilled workers, youth unemployment, etc.

In the battle for qualification, budgeting and financing of modern colleges and universities and finally for their surviving, the fight for attracting students is 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 become crucial think entrepreneurially and to develop new strategies, methods and marketing concepts to a long-term claim on the education market.

Reasons, developments and tendencies are rudimentary shown in the further course. Furthermore, we show in this paper solutions and describe an innovative way of education and training, which includes the issue of integration of theory and practice to meet the needs of companies and the market.

Goals of the project. Higher education is a key strategic objective in modern global standards, which aims on reducing the outflow of domestic students and to attract more 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 a key component to support domestic enterprises and thereby ensure a strengthening and improving their competitiveness as well as the economy of the domestic market.

Under considered numbers, which describe situation with involving Ukrainian students into educational processes abroad.

The so-called international mobility of students will grow in the nearest future and published on the website: [http:// www.studentenwerke.de/de/content/internationalisierung-zahlen](http://www.studentenwerke.de/de/content/internationalisierung-zahlen) [1], that:

- Worldwide, 4.3 million students are internationally mobile.

- According to the OECD, this figure will increase in a few years to more than 7 million.
- E. G. Germany is an internationally attractive study destination. Overall, the Federal Republic occupies third place after the USA and Great Britain and is immediately followed by France and Australia.
- The federal and state governments want to improve this position even further, other countries are catching up quickly. The world's fastest growing target regions are the emerging countries in Latin America and Asia.
- In addition, international mobility from the outset one of the key objectives of the Bologna reforms and the strategy «Europe 2020» is adopted by the European Ministers of Education.

According to a recent study by the Ukrainian analytical center CEDOS a massive migration has used education to Eastern and Western Europe after the Maidan riots and the beginning of the civil war in the east of the country. Ukrainian students stated in interviews that their main motivation for studying abroad was fleeing from military service and the economic chaos in Ukraine. In total the number of Ukrainian students abroad have almost doubled in the last five years. Currently it is believed that around 50,000 Ukrainians are registered in 34 countries worldwide. In addition, Poland, the Federal Republic of Germany and Canada are the most popular countries for Ukrainian students.

The abovementioned arguments clearly show that students orient themselves more and more to where they expect a better education, but also a better chance for their career paths.

In addition to above-mentioned «brain drain» of indigenous students which is intensifying, it is necessary to add that negative demographic development reduces at the same time the number of students from year to year in common and as a result, the struggle for new students (by means customers) has to be increased. In a data collection among students in 2013 we asked for the reasons for the selection of a university, which is shown in *Table 1*.

Table 1

Satisfaction of education and their reasons

	Yes		No	
qualified content and topics	207	58,47%	147	41,53%
professional teachers	231	65,25%	123	34,75%
practical orientated Topics	156	44,07%	198	55,93%
interesting organization of lessons	147	41,53%	207	58,47%
education is helpful for my future	243	68,64%	111	31,36%
nice atmosphere and environment	216	61,02%	138	38,98%
short ways to school / university	159	44,92%	195	55,08%
good offer of nourishment	168	47,46%	186	52,54%
wide spectrum of spare time activities	102	28,81%	252	71,19%
good care and support of teachers	159	44,92%	195	55,08%
professional organization of schedule	189	53,39%	165	46,61%
small classes	198	55,93%	156	44,07%
teachers demand money for marks and works	141	39,83%	213	60,17%

Source: own research 2013

It is clear that the quality of education among students is becoming increasingly important and students orient themselves on the global market to choose for the best deal, based on value for money.

As in all other sectors (products, services) as well, cost-benefit factor also becomes essential in education. Education was not rated in the past as a product, which is traded on the open market, rather than a given state privilege. But this is no longer the case, education is a product, which is available globally and can be obtained on the open market and therefore using quality management (QM) and marketing strategies to attract clients (students) becomes obligatory. This rethinking is necessary, in order to remain in the future on a global market as a modern educational institution.

Impact of demographics on the formation. The demographic development is divided into four fields: 1) the area of fertility (the number of births); 2) the field of mortality; 3) the field of migration and 4) the field of population structure and population equivalents. The above mentioned areas defined hereinafter the population structures, the natural population movements, 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 will continue to change in the future.

Not only economic points play a role, but also social aspects, since these days thanks to the internet not only results in new professional and economic prospects, but for example also develop the theme of education partnerships (families) among cultures that inevitably attracts a shift and change these structures by themselves. The impact of demographic trends on education is shown in the following *Figure 1*.

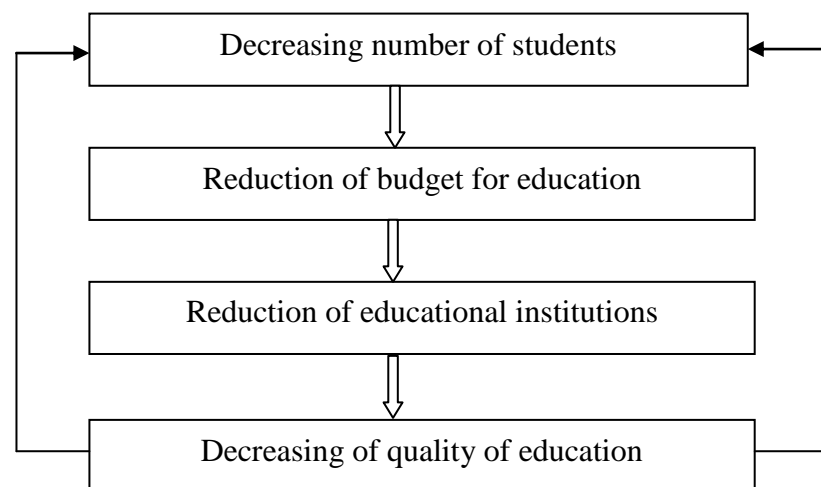


Figure 1: Influence of demographic development on education

Source: created by author

Long training periods and difficulties in starting a career lead to a delay of family formation, which with increasing age of the person concerned and the demands on the partners grow. There are also declining religiosity and increasing urbanization, unsafe expectant careers, lack of availability of suitable family living space in urban areas, and much more.

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

Therefore, companies, employment agencies, associations and recruitment agencies are looking for new ways to find specialists and young professionals, particularly in the STEM professions. But this raises new issues that have little meaning in mainstream education systems, and will therefore not be attributed to the training of young people in a global market sufficiently. Among other things, this concerns the following areas:

- overcoming of language barriers,
- cross-Cultural Management,
- differences in culture, religion, traditions,
- different work organization,
- recognition of diplomas of various countries,
- lack or different levels of knowledge and practical experience,
- different demographics,
- differentiated consumption and consumer behavior.

Companies are increasingly looking for so-called young «professionals» 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 by the company.

But 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? Young people would like to work in an international company in order to promote their career on the one hand and, secondly, to obtain a long-term job security. But most young people are badly-prepared for the tasks ahead, have no practical work experience, which would give them advantages. But companies want ready-trained people, because they do not have the time and the money to invest in their career entry qualifications. But how can we close this gap? What are the options, what advantages and disadvantages does it show and what is innovation in education?

Innovative approaches in higher education. With our concept we want to 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 systematically to their subsequent activities and engages parallel the issue of financing and cost-reduction.

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

We also try to answer the question in our concept how future employees could be better prepared for their future? Often we talk about virtual enterprises, but are they really close enough to practice? We have set ourselves intensively apart with this question and have come to the following conclusions, which we want to present more detailed:

1. Students of tomorrow need sound, switched on scientific based knowledge.
2. They need hands-on experience, and not only during a one-month internship, where they usually spend more time at the copier rather than really learning something useful.
3. The mix between practice and theory must be a useful supplement. The dual training system provides an excellent basis, but cannot be taken into account or provide all tasks.

Those students who did not find any company for example, which gives them the practice, learn only the theory. But basically universities themselves could convey this practice, at least in subjects such as Marketing, Human Resources, Business Administration, Controlling, Auditing, Property Management, and much more.

So what if the respective university would even take over the practical training? The relevant departments were actually available, perhaps currently only rudimentary, but this would be expandable. 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 other practical tasks enormously to the better. We want to add the possibility of the respective university, to promote the theme of "entrepreneurship" stronger and to develop it.

Young people often wish to become self-employed, the knowledge which they obtain in the study is not sufficient. In an increasingly strong global market, precisely this direction is crucial to future success (*Figure 2*).

Companies would thus save costs, since a long training period of young graduates would be eliminated. Candidates would have in-depth practical knowledge, because they have done not only practical work, but also had management experience. In such kind university were no limits. All is permitted that is innovative and successful. And the success of students can be measured in the company's successfulness or ROI which is called "university". If to connect this kind of university not only successfully with practice, but also with other universities from other countries as a kind of network, it will include the topics of internationalization; globalization, cross-cultural management, etc. combined effectively and modern.

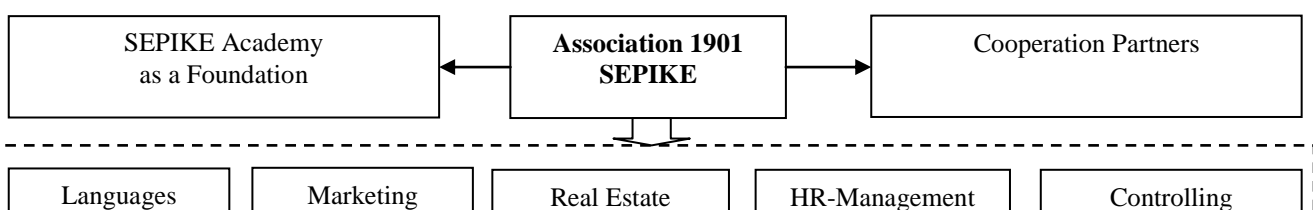


Figure 2: Scheme of SEPIKE Academy

Source: created by author

Summary and outlook. Innovation does not just mean to go with the times, but to be a little ahead of it. But this also means that there are resistances which must be overcome. Innovation means progress and progress means change. But change for many people is associated with work, relearning, responsibility, risk and other more negative things. However, without these steps there is no development at all.

The biggest hurdle lies in ourselves, because in most cases people say: «we have always done it this way». 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 the future, we first have to change ourselves!

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Explanation.

Михаэль Шефер. Университет как современная образовательная организация на будущем глобальном рынке. XXI век по праву считается веком коммуникаций. Тем не менее, многие организации и учебные заведения еще не соответствуют новым стандартам; учебные материалы и методы обучения часто имеют статус 1990-х годов.

Международный бизнес, путешествия и образование в настоящее время становятся все ближе друг к другу и меняются все быстрее. Это означает, что современное образование должно идти в ногу со временем, с новыми способами и инновационными возможностями адаптации положительного опыта, а также должно сопровождаться непрерывным повышением и усовершенствованием навыков и компетенций в быстро меняющемся глобальном и современном научном мире.

Инновационное развитие происходит одновременно на всех уровнях, не ограничивая отрасли, тенденции и сферы деятельности. Стагнация означает регресс, так что мы не хотим останавливаться на достигнутом с имеющимися услугами и проектами, мы хотим показать новые перспективы в образовании для того, чтобы усовершенствовать знания с помощью новых и, возможно, необычных способов. Современное образование и обучение нуждаются в новых методах и формах их получения, которые должны быть скорректированы с учетом глобальных коммуникаций и образа жизни своевременно.

Наш проект основан на высоком уровне научных исследований и, в то же время, на практическом опыте, адаптированном к современным инновационным рынкам.

Ключевые слова: глобализация, международные рынки, обучение и исследования, инновационные концепции, карьера, конкурентоспособность, рынок труда, теория и практика, коммуникации.

Міхаель Шефер. Університет як сучасна освітня організація на майбутньому глобальному ринку. XXI століття по праву вважається добою комунікацій. Однак багато організацій та навчальних закладів ще не відповідають новим стандартам; матеріали й методи навчання часто мають статус 1990-х років.

Міжнародний бізнес, подорожі та освіта в наш час стають все ближчими один до одного і змінюються все швидше. Це означає, що сучасна освіта повинна йти в ногу з часом, з новими способами та інноваційними можливостями адаптації позитивного досвіду, а також повинна супроводжуватись неперервним підвищенням і вдосконаленням навиків і компетенцій у швидкозмінному глобальному і сучасному науковому світі.

Інноваційний розвиток відбувається одночасно на всіх рівнях, не обмежуючи тенденції та сфери діяльності. Стагнація означає регрес, а відтак, ми не можемо зупинитися на досягнутому з послугами та проектами, які вже маємо, навпаки, ми хочемо показати нові перспективи в освіті для того, щоб вдосконалити знання за допомогою нових, можливо, дещо незвичайних способів. Сучасна освіта і навчання потребують нових методів і форм, які повинні бути скореговані з урахуванням глобальних комунікацій і способу життя одночасно.

Наш проект ґрунтується на високому рівні наукових досліджень і, в той же час, на практичному досвіді, що адаптований до сучасних інноваційних ринків.

Ключові слова: глобалізація, міжнародні ринки, навчання та дослідження, інноваційні концепції, кар'єра, конкурентоздатність, ринок праці, теорія і практика, комунікації.