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MODERN PROBLEMS OF BUSINESS EDUCATION

Kanash O. Ye., PhD Student

*Admiral Makarov National University of Shipbuilding
Mykolaiv, Ukraine*

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DYNAMICS OF HIGHER EDUCATIONAL SYSTEM PARTICIPANTS NUMBER AND ITS ROLE

The way of realizing the current situation of the customers of educational services number lies in analyzing their dynamics from 2010 to 2020 (hereinafter referred to HEIs of III-IV levels of accreditation). It has showed: the total number of students has decreased by 40.9% over the last ten years. A similar picture is observed in terms of the number of people admitted to study and those who received diplomas.

Accordingly, the relative rate falls: the number of students per 10 thousand population. The identified trend contradicts the global one. The number of those, who are studying in the world HEIs, exceeds 200 million people. For comparison, in 1980 there were 47 million. According to forecasts, by 2040 there will be 660 million students, which will be 10% of the world's population aged 15 to 79 years [1].

Therefore, we have reason to expect the collapse of the budgets of HEIs revenue side from the revenues for the provided educational services. Let us test this hypothesis according to the State Statistics Service of Ukraine. Addressing them revealed four sources of funding that could meet the needs of educators [2–4].

The first thing is the number of students who pay for their education with their own money or family money has consistently exceeded a good half over the last ten years. This means that:

– Ukraine was equal to Australia, Israel, USA, Japan according to the corresponding indicator [5]. However, there were times when they

were set for us as an example of relieving the state treasury of burdensome social spending [6–8];

– the executive authorities and business are not particularly generous (0.52% of the total number of students in 2017/18 academic year) and the number of those, who received state scholarships, decreases (by 36.4% during the observation period).

The desire of HEIs to diversify the portfolio of educational services seems quite natural under such conditions – master’s and doctoral studies. It turns out that here we are also waiting for annoying surprises: both in the master’s degree (except for 2016/2017 academic year, when the number of applicants increased by 17.2% compared to last year 55.5 thousand people), and in in the field of training highly qualified scientific personnel, there is a decline in the number of applicants for educational services. It turns out, this market segment has its own characteristics. First, not all HEIs sufficiently meet the strict requirements for obtaining a license to train doctors of philosophy and doctors of science [9]. As a result, out of 289 HEIs of III-IV levels of accreditation 231 institutions or 79.9% of their total number trained graduate students at the beginning of 2018.

Second, it is characterized by more intense competition for the commitment of recipients of educational services. This is explained by the fact that in addition to the opposition of educational institutions to each other, they together come across the facts of an alternative proposal from scientific institutions (including the system of the National Academy of Sciences of Ukraine and branch academies).

Third, it has been found that not all degree seekers rely on so-called «budget places», which are becoming increasingly difficult to obtain. Some of these people are willing to pay for the highest educational and scientific levels of higher education at their own expense or at the expense of third parties [4]. According to the data, it is 37% of graduate students. Among doctoral students it is three times less (14.1%). Interest in relevant educational services is demonstrated not only by research and teaching staff, who are motivated by strict criteria for compliance with licensing and accreditation requirements, but also by employees of the real sector of the economy, financial

institutions, whose rich experience deserves generalization and systematization using scientific methods. This all is even more important given as follows:

- contexts for the implementation of the strategy for the introduction of the concept of dual education in our country, which is common, for example, in European countries leading Industry 4.0. Would it bother anyone if during the practical training the leaders of students and undergraduates will be people with the highest professional competencies? Rhetorical question;

- features of research and development (R&D) in Ukraine [10]. For example, in 2018, out of 950 organizations that performed research, 37% were in the business sector, which spent 23.6% of funds allocated to applied research. At the same time, only 5% of doctors of sciences and doctors of philosophy (candidates of sciences) were in the ranks of its staff from the total number of executors of scientific investigations. Others worked in public sector organizations (60%), the rest (35%) – in higher education institutions.

Another specific and, as it turned out, extremely attractive segment of the market of educational services is its part, which is represented by consumers who came to our country from abroad. According to the State Statistics Service, the main part of our guests are students from India (19.8%), Morocco (9.8%), Azerbaijan (8.4%), and Turkmenistan (6.7%) [5]. But there are also those who came to us from Israel, China, Georgia. In total – from more than 140 countries. The analysis [4] allows arguing that their contingent grows: the number of people admitted to study only in the 2015–2016 academic year was inferior to the 2010–2011 academic year. Educational service providers responded immediately to this growing demand: from 2015–2016 to 2018–2019 academic year their number increased by 239.5%.

Here are just a few reasons for this seemingly incredible phenomenon. First, the fundamental environmental, economic and political changes taking place in the world. For example, global warming will deprive regions with millions of people of their homes. People will seek refuge in other countries. Farsighted people became interested in the idea of «intellectual migration», looking for places,

where they will have an opportunity to increase their competitiveness in labor markets through higher education. This «movement» is not free from certain dangers. However, if managed, educational institutions will have an additional chance to improve financial stability.

Secondly, an acceptable ratio of the price of provided educational services and their quality for the corresponding households. This statement is in direct contradiction with allegations of the domestic HEIs decline, their violation by employees of the norms of academic integrity, and so on. There are enough shortcuts, as well as those who want to hang them. It is necessary to get rid of them as soon as possible. After analyzing the current state of higher education institutions, we can draw the following conclusions:

- the reorientation of key economic activities to the digitalization of business processes and the involvement of artificial intelligence puts on the agenda an important issue as never before raising the education of staff involved in the work. Its importance is evidenced by the declarations of representatives of countries that form the basis of world industry;

- the system of higher education in Ukraine in terms of the number of participants is shrinking from year to year. This process becomes irreversible, the exception to this pattern is the growing demand from foreign customers of educational services;

- left out of state custody, higher educational institutions need new approaches to crisis management.

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