

AN EVALUATION OF THE INFLUENCE OF MARKETISATION IN HIGHER EDUCATION

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TENTATIVE

1. The background of the problem
2. The characteristics of marketisation in higher education
3. The implication of marketisation in higher education
4. Conclusion

INTRODUCTION: THE BACKGROUND OF PROBLEM

Background and problem:

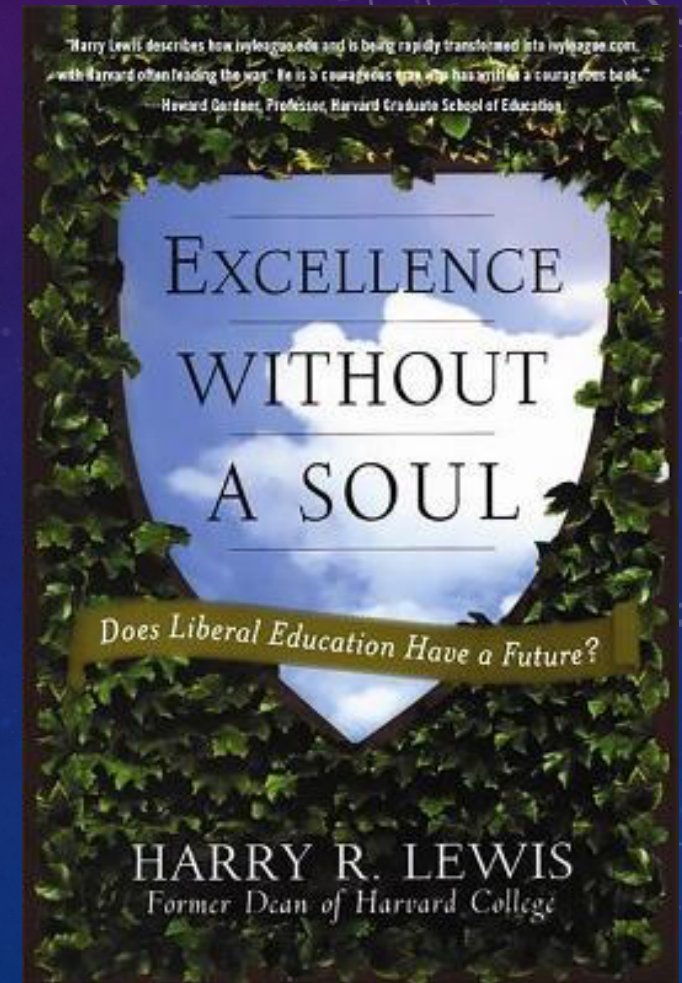
- Toward economic purpose : Industrial revolution (18th century)
- Masses education for immediate demand of industry.
- The rise of capitalism.

- The pressure from the national economic development summons up responses from the higher education community to gradually link the institutionalisation of the economic development.
- With the positive responses and acceptance towards the economic forces, higher education institutions were formulated and operates through the indicative influence of a market-oriented economic philosophy. The most influential was from the neo-liberal framework coined as the *marketisation mechanism*.

INTRODUCTION: THE BACKGROUND OF PROBLEM

Some Response:

- **Harry R. Lewis (a former Dean of Harvard College)** in his book *Excellent without A Soul: How a Great University Forgot Education* raised concern on his university having failed to produce a better human being due to marketisation element, competition and consumerism.

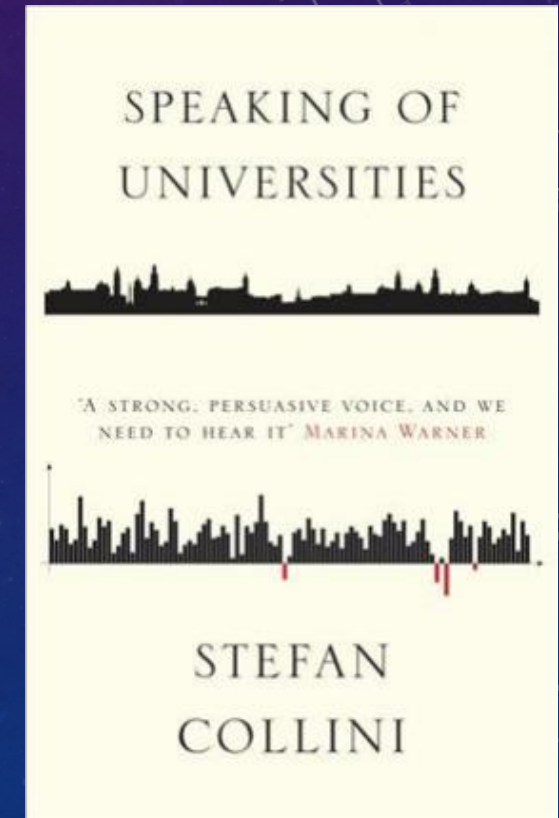


INTRODUCTION: THE BACKGROUND OF PROBLEM

Some Response:

“It has become commonplace to observe how universities are now subject to ‘incessant hectoring’ for their failure to be more like businesses.”

Stefan Collini,
Speaking of Universities

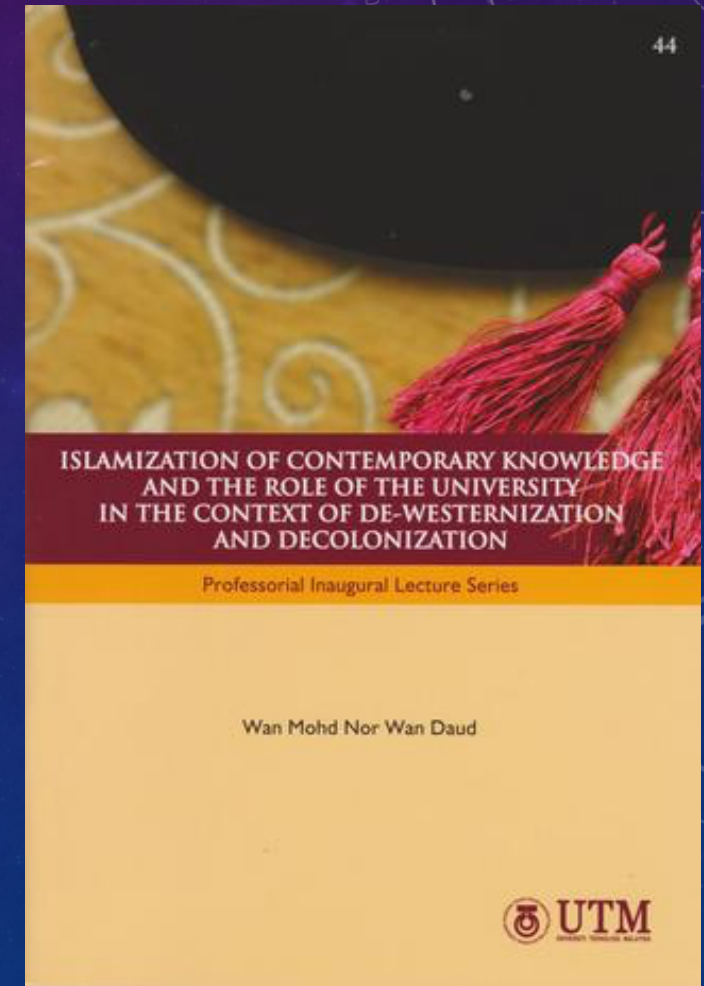


INTRODUCTION: THE BACKGROUND OF PROBLEM

Some Response:

- **Prof. Wan Mohd Nor Wan Daud**

”The philosophy and practice of the modern university everywhere since the beginning of 20th century has been based on the Western model, which has evolved from the religious-philosophical idealist orientation to that of national development, and now, to the economically pragmatic institutions in various shades.”



THE IDEA OF MARKETISATION

The background is a dark blue gradient with a field of small white dots. Several faint, white circular diagrams are overlaid. One large diagram in the top right corner features concentric circles and a scale from 80 to 210. Another diagram in the bottom right shows concentric circles with arrows indicating a clockwise direction. A third diagram in the bottom left shows a dashed circle with an arrow pointing left. A fourth diagram in the top left shows a partial circle with an arrow pointing left.

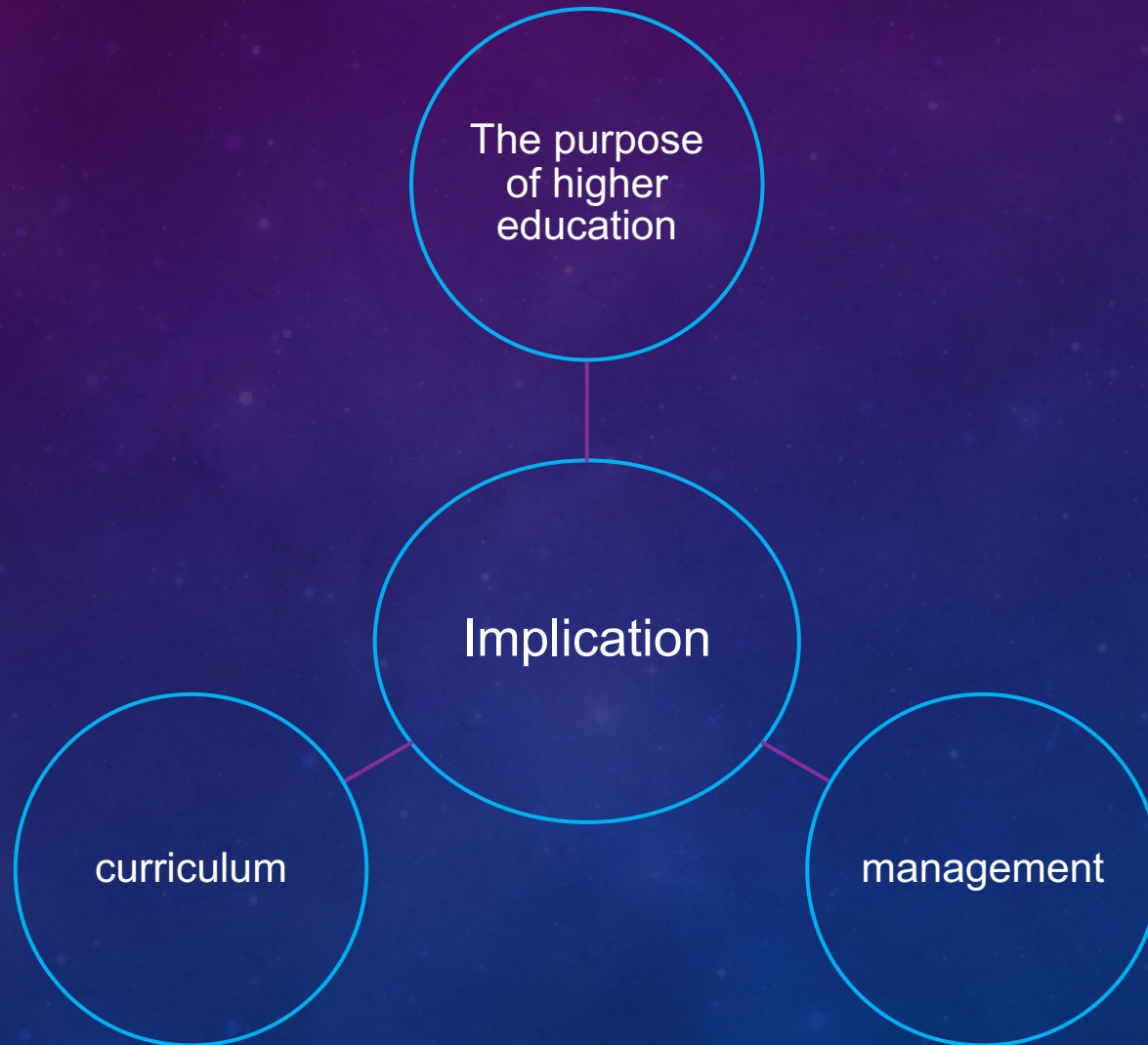
MARKETISATION: ITS CHARACTERISTICS

1. **Free Enterprise & Private Enterprise:** Indicates that the higher education is a private enterprise and business institutions associated with market orientation in every aspect, either in its purposes, curriculum, methodology and management.
2. **The practice of demand and supply :** The purposes of university determine by the demand.
3. **Knowledge Economy:** Knowledge reduces to its economic function, pragmatic function and refers to the individual economic utilities.
4. **Students are portrayed as customers.**

MARKETISATION: ITS CHARACTERISTICS



MARKETISATION: ITS IMPLICATION



MARKETISATION: ITS IMPLICATION

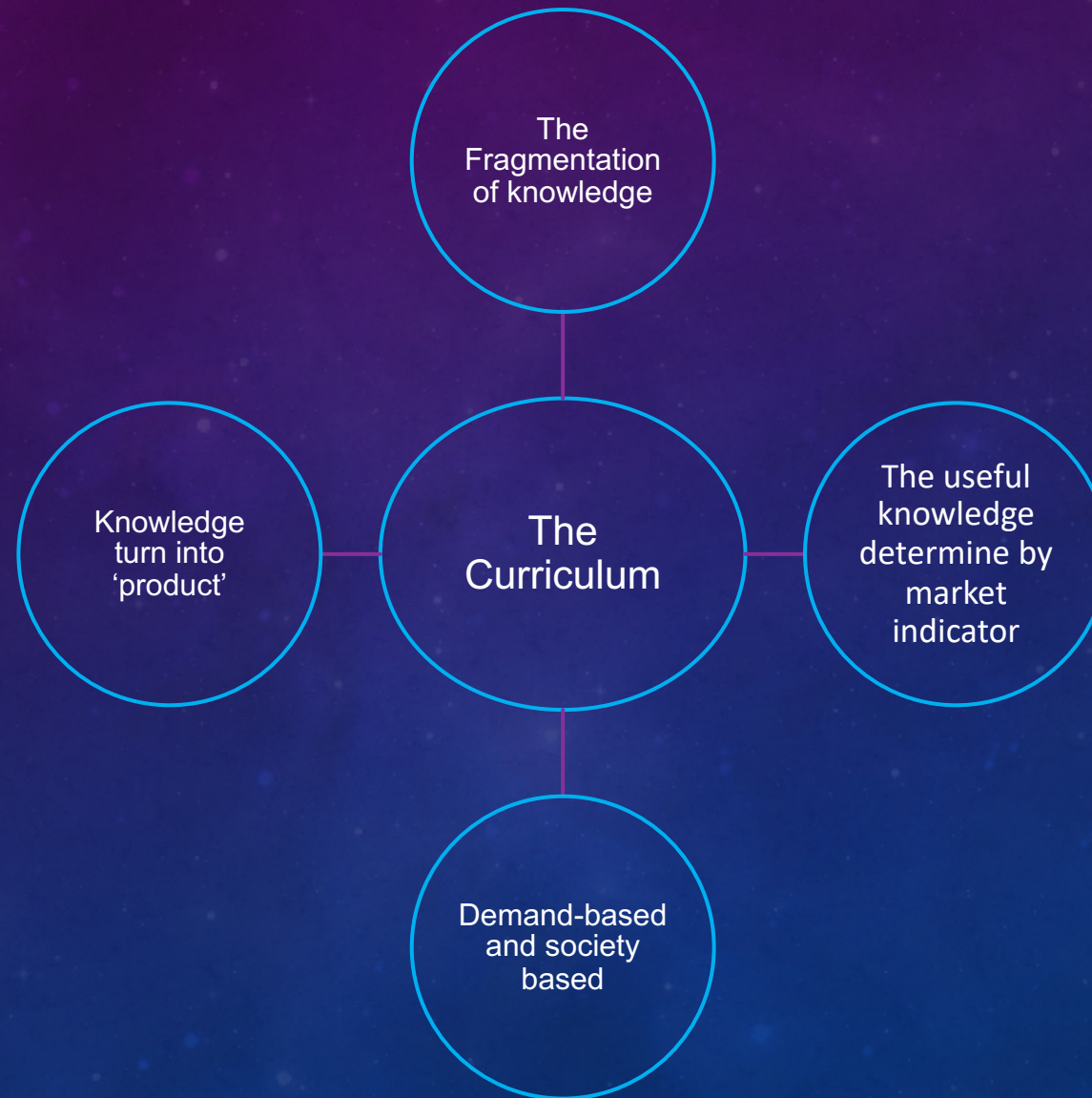
The purpose of higher education

The marketisation process shifts the real purposes of higher education from producing good man to producing workers demanded by market forces and industry.

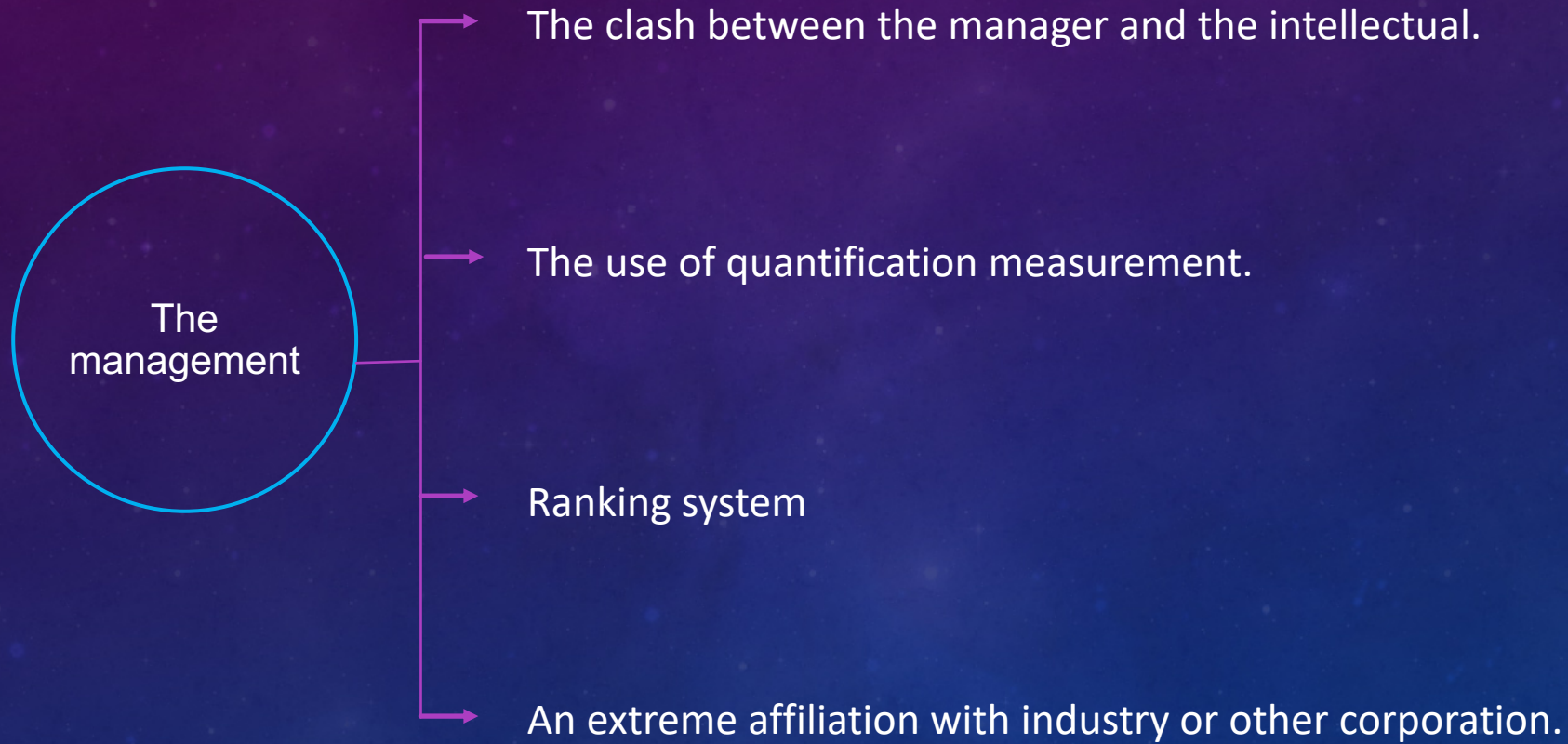
The dominant criteria for higher education (provider) to supply their services are based on their motives to generate more income and to improve their profile in the market.

Marketisation views market order as a supreme source and principle of human action.

MARKETISATION: ITS IMPLICATION



MARKETISATION: ITS IMPLICATION



CONCLUSION

- From the description and implication on marketisation interpretation of higher education, there is a need to rethink the true role and the purpose of higher education and development.
- Higher education should not be sacrificed to attain pragmatic interests to generate more income, extreme priority over financial improvements, transforming educational institutions into business structures and forgetting its true role and purposes which will led to the destruction of many aspect in our lives



Thank You