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Structuring cooperation in doctoral research, transferrable skills training,
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HE Economics

CURRICULUM

Courses description

Developed by P4 Simon Kuznets Kharkiv National University of Economics

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Course description: *The course is designed for students and postgraduates to create their contemporary economic thinking and a fundamental basis for their further work and creative development. Higher education becomes the key sector for ensuring national competitiveness, which develop national and form an international network of training and retraining institutions in accordance with the needs of the market. Of particular importance is the course of the economy of higher education in the context of solving the problem of training highly skilled managers in education sphere: heads of educational institutions for different levels and forms of ownership, employees of management structures, etc. The inalienable condition for their competence is the availability of solid knowledge and skills in managing of teaching staff in the new economic conditions.*

Course purpose: *develop the ability to organize, plan, analyze, control the economic activity of an educational institution, namely: marketing of global, international, integrated educational services; investigate the current state and update the educational product; form and manage financial flows and material and technical base at higher educational establishments; form human capital of universities; update the strategy of development of universities (form entrepreneurship universities), analyze the competitiveness of the educational product and educational institution.*

Course objectives

- to assimilate the legislative acts of the educational institution;
- to master the methodology of marketing analysis of the educational product;
- to master the fundamentals of the organization of the university activities;
- to master the issues of motivation and planning of the business career of university employees;
- to master the business technique for the university activities;
- to use the method of assessing the competitiveness of an educational product and educational institution.

Course content (5 ECTS)

1. *Introduction (Education as a branch of economy) (0,5 ECTS)*
2. *Economic theories of education (0,5 ECTS)*
3. *Process of benchmarking, benchlearning, benchaction (0,5 ECTS)*
4. *Educational service (main characteristics) (0,5 ECTS)*
5. *Politics and Governance of Education (Edubusiness and education policy) (0,5 ECTS)*
6. *Educational finance (0,5 ECTS)*
7. *Human capital in the education sphere (0,5 ECTS)*
8. *Entrepreneurship in the education sphere (Entrepreneurship Universities) (1,0 ECTS)*
9. *HE Competitiveness (0,5 ECTS)*

Learning outcomes and methods of their evaluation:

Learning outcomes	Valued through
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Study the dynamics of education development	Presentation
Explain the main theories of education economics and argue their influence on the current development of the educational sector	Participation in class discussions
Study the dynamics of internationalization of educational services	Presentation
Provide a characteristic of an educational product (for the concrete university)	Presentation
Identify the main directions of educational policy reforming	Participation in class discussions
On the basis of public information data, investigate the main financial flows of universities	Participation in class discussions
Describe the principles of business career planning for university employees	Participation in class discussions
Identify catalysts and major barriers to entrepreneurship at the university	Participation in class discussions
Conduct a comparative assessment of the competitiveness of educational institutions	Presentation

Class meetings

1 lesson per week. Each lesson will include elements of lectures and discussions.

Students must complete their assignments based on literacy revue and homework assignments for each class

Grades

Final mark consists of sections points (60%) and credit points (40%).

Teaching language

Ukrainian

Recommended reading:

Introduction (Education as a branch of economy)

1. Simon Marginson Education as a branch of economics: The universal claims of economic rationalism [Електронний ресурс]. – Режим доступу: <http://www.tandfonline.com/doi/abs/10.1080/17508489209556245?journalCode=rcse19>.
2. Wulong Gu, Ambrose Wong Measuring the Economic Output of the Education Sector in the National Accounts [Електронний ресурс]. – Режим доступу: <http://www.statcan.gc.ca/pub/11f0027m/11f0027m2012080-eng.pdf>

Economic theories of education

1. Падалка О.С., Каленюк І.С. Економіка освіти та управління: посібник/ Падалка О.С. - К.: Педагогічна думка, 2012. – 184 с. [Електронний ресурс]. – Режим доступу: <http://enpuir.npu.edu.ua/bitstream/123456789/4691/1/padalka-ekonom-osvita.pdf>

2. Економіка вищої школи: навчальний посібник – Київ: Корпорація, 2015. – 264 с. [Електронний ресурс]. – Режим доступу: <http://ephsheir.phdpu.edu.ua:8081/xmlui/bitstream/handle/8989898989/1207/%D0%95%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D1%96%D0%BA%D0%B0%20%D0%B2%D0%B8%D1%89%D0%BE%D1%97%20%D1%88%D0%BA%D0%BE%D0%BB%D0%B8.pdf?sequence=1&isAllowed=y>

Process of benchmarking, benchlearning, benchaction

1. Per V. Freytag, Svend Hollensen, (2001) "The process of benchmarking, benchlearning and benchaction", The TQM Magazine, Vol. 13 Issue: 1, pp.25-34 [Електронний ресурс]. – Режим доступу: <https://doi.org/10.1108/09544780110360624>
2. Mircea BĂCALĂ, Diana SALA Using Benchlearning for the Improvement of the Institution's Overall Performance [Електронний ресурс]. – Режим доступу: <https://ideas.repec.org/a/rom/rmcimn/v15y2014i1p98-105.html>.

Educational service (main characteristics)

1. Крахмальова Н. А. Освітня послуга як продукт економічної діяльності вищих навчальних закладів / Н. А. Крахмальова, Д. О. Кірієнко // Економіка і управління. – 2014. – № 4 (64). – С. 19–24 [Електронний ресурс]. – Режим доступу: <http://er.knutd.com.ua/handle/123456789/1161>.
2. Munthiu Maria-Cristiana, Turtoi Maria Characteristics of Educational Services in the Virtual Environment [Електронний ресурс]. – Режим доступу: <http://www.sciencedirect.com/science/article/pii/S1877042813052579>

Politics and Governance of Education (Edubusiness and education policy)

1. Падалка О.С., Каленюк І.С. Економіка освіти та управління: посібник/ Падалка О.С. - К.: Педагогічна думка, 2012. – 184 с. [Електронний ресурс]. – Режим доступу: <http://enpuir.npu.edu.ua/bitstream/123456789/4691/1/padalka-ekonom-osvita.pdf>
2. Економіка вищої школи: навчальний посібник – Київ: Корпорація, 2015. – 264 с. [Електронний ресурс]. – Режим доступу: <http://ephsheir.phdpu.edu.ua:8081/xmlui/bitstream/handle/8989898989/1207/%D0%95%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D1%96%D0%BA%D0%B0%20%D0%B2%D0%B8%D1%89%D0%BE%D1%97%20%D1%88%D0%BA%D0%BE%D0%BB%D0%B8.pdf?sequence=1&isAllowed=y>

Educational finance

1. Падалка О.С., Каленюк І.С. Економіка освіти та управління: посібник/ Падалка О.С. - К.: Педагогічна думка, 2012. – 184 с. [Електронний ресурс]. – Режим доступу: <http://enpuir.npu.edu.ua/bitstream/123456789/4691/1/padalka-ekonom-osvita.pdf>
2. Економіка вищої школи: навчальний посібник – Київ: Корпорація, 2015. – 264 с. [Електронний ресурс]. – Режим доступу: <http://ephsheir.phdpu.edu.ua:8081/xmlui/bitstream/handle/8989898989/1207/%D0%95%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D1%96%D0%BA%D0%B0%20%D0%B2%D0%B8%D1%89%D0%BE%D1%97%20%D1%88%D0%BA%D0%BE%D0%BB%D0%B8.pdf?sequence=1&isAllowed=y>

Human capital in the education sphere

1. Diane-Gabrielle Tremblay New types of careers in the knowledge economy [Електронний ресурс]. – Режим доступу: <https://www.telug.quebec.ca/chaireecosavoir/pdf/NRC03-12A.pdf>.

2. Michael Brown, Paul Poissant, Carol Lockard, Ann Mallison Developing a PCS [Електронний ресурс]. – Режим доступу: https://mbastudents.smeal.psu.edu/career-services/documents/personal_career_strategy

Entrepreneurship in the education sphere (Entrepreneurship Universities)

1. Bronstein, J. and Reihlen M., (2014), "Entrepreneurial university archetypes: a meta-synthesis of case study literature", Industry and Higher Education Issue on Entrepreneurial Universities, August 2014, p. 3-32. [Електронний ресурс]. – Режим доступу: http://www.leuphana.de/fileadmin/user_upload/PERSONALPAGES/Fakultaet_2/Reihlen_Markus/files/Artikel_Reihlen/Discussion_Papers/Bronstein_Reihlen_Entrepreneurial_university_archetypes_Discussion_Paper__12.pdf.

HE Competitiveness

1. Jennifer S. Florida, Myrna P. Quinto QUALITY INDICATORS IN HIGHER EDUCATION INSTITUTIONS:IMPLICATIONS TO GLOBAL COMPETITIVENESS [Електронний ресурс]. – Режим доступу: <https://www.tojqih.net/journals/tojqih/articles/v02i04/v02i04-06.pdf>

2. Консолідований рейтинг вузів України [Електронний ресурс]. – Режим доступу: <http://ru.osvita.ua/vnz/rating/51741/>