

CURRICULUM AND INSTRUCTION IN HIGHER EDUCATION SERVICES - AN EMPIRICAL EVALUATION OF BUSINESS PROCESSES

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Abstract: The deep changes which happen in today society impose of educational institutions new exigencies for qualifications of the young generation. Taking her the former responsibilities of people, those see obliged all the time to adjust oneself by new curricular projects at quick economical and social change which influence decisive the conception what regarding the role of education system. For this reason any entity for profit to a big notoriety, for use at maximum the opportunities offered by market and for neutralization the threats of external environment in the first place is necessary to invest in human component and in them perfection, the key of any successful business. That is why a special importance presents the adaptation capacity of educational entities to continuum improvement of them offers which to lead to essentials elements of concept super named “the new paradigm of marketing”. The study it is based by primary quantitative research method by conclusive-descriptive nature based by the divided plans or transversal research how this is known in specialty literature and it is a punctual investigation through the Romanian students at master. The quantitative data processed using SPSS.

Keywords: Consumer Behaviour, Education, Educational Services Market, Students, Marketing Research

I. INTRODUCTION

Marketing has entered very late in services sphere, creating in this regard a considerable gap between the entities producing goods and materials service. Default tertiary research literature addressing this issue is relatively small until the early 1990s.

Most educational institutions now recognize that they need to market themselves in a climate of competition that for universities is frequently a global one, and substantial literature on the transfer of the practices and concepts of marketing from other sectors to higher education has been developed (Gibbs, 2002).

Every civilized society considers the education sector as a necessary indicator of economic and social advancement. Equal role of men and women can not be denied in developmental activity. It is necessary for human societies utilize its human capital to achieve social, cultural and economic prosperity (Goher, 2010). Parveen [9] concluded that development is not only characterized by the growth of production and income, it is closed linked with and necessitates the evolution and transformation of economic and social structure, which results from the will for change of the governments in power and the mobilization of national efforts.

Binsardi and Ekwulugo claimed that “a centrally important principle of marketing is that all marketing activities should be geared towards the customer”, also relied on the literature used in business sector of marketing, and applied it to the context of higher education.

The news conditions make adequate the pedagogic preoccupations which regarding the issue of educational change in the direction drawing up the practical models which can be use by the managers of each university and by the teachers for project and for use the personal development strategies, but in the same time organizational. The changes impact and of the new socials requirements from Romanian education it is apparent in theoretical plan, but and in practical plan by the imperative of development strategies of Romanian schools accommodation at essential principles of quality in education.

Thus, the current competitive environment, universities are beginning to recognize the growing importance of services they offer and, accordingly, focus on student needs and expectations. To be successful, a university must identify which are important issues for students and, therefore, to give students what they expected.

Marketing orientation of activity of any modern higher education institutions have the prerequisite knowledge and anticipation of change taking place in its marketing environment (Javalgi, 2006).

This paper is structured in four parts: one describes the background of domain, one presents the most important concepts and the methodology, one points out the research and the last regards the relevant conclusions.

II. CONCEPTUAL DELIMITATIONS

Investigation of educational request imposes the valuation of its structure and dimension, of spatial representation and phased in over time, the referral of trend.

The school men restrict their activity accepting the idea that the school development and education quality constitute the aims of each school organization which will survive of contemporarily.

Especially, the universities have in view two aspects when talk about the development of business processes, including them in: the finalist-systemic-procedural character or in the psycho-social character, interaction educational reality.

The finalist-systemic-procedural character it is that which makes that schooling development for the assurance of quality education to be a laborious aspect, seriously prepared, which follows the touching a clear goals by the strategies drawn up, implemented and valued according to the new educational requests. The finalities of school development are relative easy for established if we refer strictly at conceptual-theoretical plan of “development” concept understands in unanimity as “optimisation” or “progress”. But, these senses attract itself one other plan, the practical plan, of concrete educational reality, there where the finalities shape through accommodation at the specificity of each educational entity obtaining an “areas colour” welcome in the context of present social conditions variety. All the elements for one academic education entity can be suppose of development process, but the aims often presented in the speciality papers are:

- the development educational policy of faculty;
- physic environment improvements;
- the development a positive image of institution;
- the development of organizational culture and positive climate;
- developed programs for human resources;
- the optimisation of information and cooperated;
- the decision procedure fixing;
- the behavior procedure fixing for all the members of educational organization;
- the achievement of solid relations with the community.

The school development for the assurance of quality in education attract itself the strategies, the actions in the role of logistic, that is why must thought over and in agreement with the specify context of entity. But, only the strategies not assure the development, simultaneous the schools must to have in view the intern conditions which maintain and support the development as: the development planning, the significant focus for teaching and learning, the student’s results development. (Murphi, 1992)

The psycho-social character, interaction educational reality is supported by the seeing that certain universities can not to focus by teaching and learning till they not resolve the subsidiary problems became fond of climate and they not have adequate systems for maintained. The researches demonstrated that the faculties which have success dedicate much time for the assurance a favourable climate for development before them to begin to make the substantial changes, visible in the student’s results. The most frequent actions in this sense are:

- the establishing of confidence and the opening between the personal members, students and community;
- the teachers recognizing and the successful emphasizing of them;
- the encouraging of initiative, optimism, and the sense of humour;
- the informal actions, extraprofessional to become a current practice;
- the inform of all which are interested by the institution problems and progresses;
- the consultative and decisional implication of educational organization members;
- the transparent management, and, in general, of school organization activity.

In this context the investigation of students becomes very important. Investigation of potential consumers of education supposes the knowledge of images which they have about the values and educational services, about the report education - culture – civilization. The educated fellow is also cultured, having a special capacity to obtain the social recognize of him values; he carry into effect the knowledge’s and the personals qualities in the service of a good accommodation at the social life.

Research needs are the most significant part of studies on demand for education. Sociologists consider that, without examining the needs of the public can not evaluate the effects of preferences and consumption of education.

For have success a university must to identify which are the relevant aspects for students and in consequence to offer of students what they expect. In particular, in this new market, the school is encouraged to value with more attention the clients and customers needs, with the objective to satisfy with accuracy these needs. (Hanson, 1996).

The rapid development of universities and higher fees, together with increased competition in the current educational environment requires universities to adopt a strategy oriented by market to distinguish and differentiate the competitors offer.

Also, in the context of a declining birth rate, government priorities in terms of quality education and reductions in public funding, many European countries suffered a sharp reduction of students' number (Alves, 2005).

Today, to can to survive organizations must know their customers well. When teachers are asked what their target audience in mind, one answer is given, namely “community”. However the concept of community is quite ambiguous. More specifically it can refer to a specific location, for example community of Cluj-Napoca or may refer to the Hungarian community. But when it is brought into question the educational domain can say that there are many communities that the term community is understood as being useless. As such it is more productive if they use a series of specific marketing concepts, such as: market, market segments and target market. In education, as well as the private sector, a clear identification of market segments, whose needs must be covered and not least satisfied, is a focal point of any specific marketing activities.

The investigation represents the most acquaintance method of obtain primary data necessities from the fundament of marketing decisions and not only. I resort to using a quantitative research realized in base investigation, what is a method of primaries data collect through addressing questions included in a questioner at one representative pattern (100 students) by the mother population (students register of FSEGA-UBB, masters, daily classes). Thus in study I use a structured investigation which supposes using one questioner with questions which was established to begin with and was arranged in a certain order which must respect. In same times the investigation was one not dissimulate, the fellow being informer about the purpose of research and he could identify him with rapidity in the base of questions of questioner. Much, I used the classic personal investigation which supposes a discussion face to face between the interview operator and fellow asked, which permit obtaining the necessities information's for research.

With the view to realize the research I extracted a pattern with 100 persons by population. Total population (investigate universe) have 1400 subjects. I used the proportionally stratification investigation in function with the students percent in mother population and in same times in rapport with repartitions of section. One advantage of stratification investigation in rapport with others probabilistic methods is the increase of precision estimations makes. Only the proportionally stratification investigation (“representative stratification”) is which can be interpreted as a census. The interest of this investigation type is that number of persons asked having common characteristics is proportionally with layer population. The proportionally stratification investigation assures a investigation rate “n/N” in each layer equal with on the whole population “n/N”.

III. EMPIRICAL EVALUTION OF BUSINESS PROCESSES IN HIGHER EDUCATIONAL SERVICES BY CONSUMERS' POINT OF VIEW

A special importance must attributed by education services providers to increase consumer acceptance near the agreeable environment given of educative act. The attitudes are perceived by some experts as representing a general assessment. This valuation can range from extremely positive to extremely negative. It is very important to note how respondents perceive the usefulness of introducing a screening examination for admission, taking the view that attitudes vary in strength and favourability.

Observes the fact that students within the framework of FSEGA consider that the selection realizes in base of entrance examination, how it acts in the big universities of world, would be more efficient, 93% between the persons asked being in agreement with this affirmation.

Big universitie entrance examination selection=better?

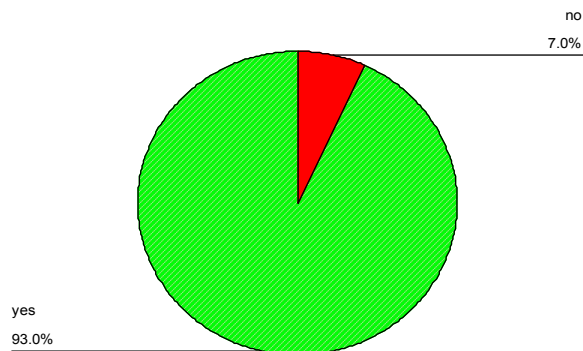


Figure no. 1: Efficiency of selection in base of examination

An important characteristic of attitudes is that they are dynamics. This implies that attitude will change over time, thus can see that if in previous period the consumers of educational services were somewhat reluctant at changes happened in professional former process, now results of horizon opening and of free access at information, as and of informational air raid at who we are witness in the last period see an opening face to novelty which is percept as an instigation and an opportunity rather than as an unnecessary change. The students asked are aware of fact that the system used in the biggest universities which involves the suggestion an one vast palette of optional disciplines between which the consumer of educational services can choose those which represents him better and to give a diploma corresponding to the profile obtained in base of disciplines basket studied is more efficient, 88% between they declaring this thing.

Higher diploma in repport with an optionals gamut

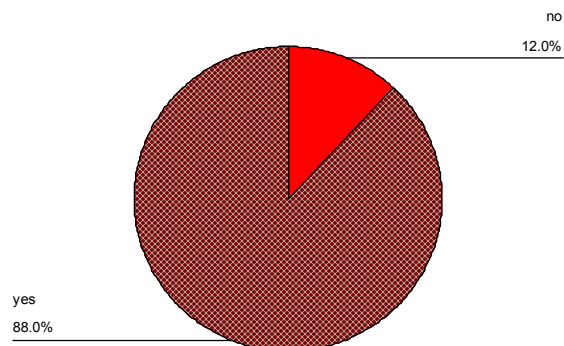


Figure no.2: Higher diploma in rapport with an options gamut

The students at masters are aware that the most important aspect of educational prepare is represented by competences, abilities, aptitudes and knowledge acquired at the end of process, 88% between they said that the accent must put on this side and not only the existence of a diploma.

What aspect is most important in your opinion?

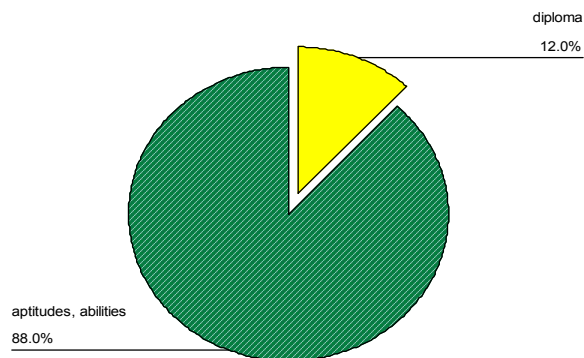


Figure no. 3: Diploma versus knowledge's

The relevant attitudes from the purchase behavior are formed as result of direct experience with the product or the services, of information obtain by others and at exhibit at marketing actions. The attitudes reflect a favorable evaluation or a not favorable evaluation face to an object and these have a motivational quality, these pushing the consumer to a certain behavior. The masters students consider that the disciplines which they study in the framework of master chose would must have a big focus on those area from to be useful in the future career.

Disciplines more focused at masters in future

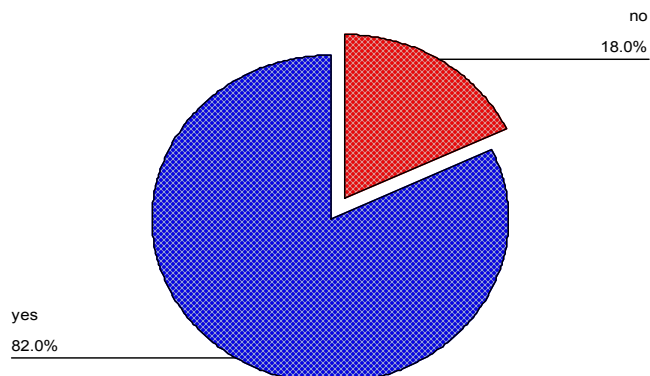


Figure 4: You want disciplines more focused at masters?

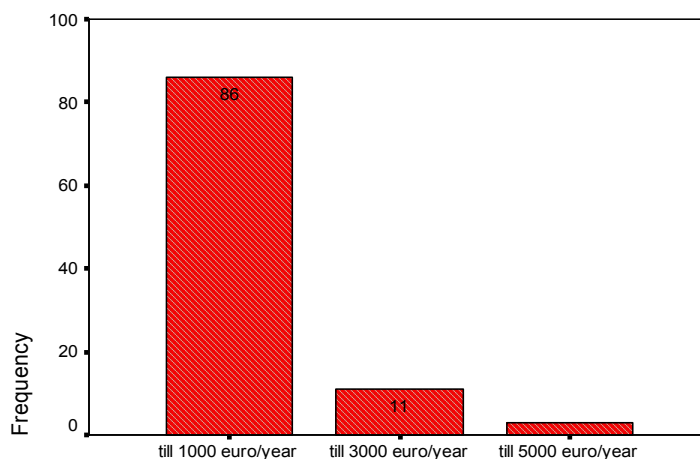
Table 1: Is an adjacent domain for your master by which would be helpful disciplines?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>
<i>Valid</i>	<i>no</i>	<i>83</i>	<i>83</i>	<i>83</i>
	<i>yes</i>	<i>17</i>	<i>17</i>	<i>17</i>
	<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>

The percent of people while consider that is necessary to study disciplines which result by an additionally domain of master with the view of better professionally former is quickly equal with them which consider that is not necessary an intensive focalization on the specifics disciplines (17% versus 18%).

86% between persons asked would be disposed to pay the most 1000 euro/year for can beneficiate by educational services with a superior quality, while as 11% would be disposed to pay off till at 3000 euro/year and just 3% would offer till at 5000 euro, over this value any person not being interesting to offer.

Fees for educational services by quality



What are you dispose to pay from quality in educational services

Figure no. 5: The fees value

Table 2: How much are you inclined to pay for educational services with better quality?

N	Valid	100
	Missing	0
Mean		1.17
Std. Error of Mean		0.05
Median		1
Mode		1
Percentiles	25	1
	50	1
	75	1

Mean value, median value and modal value have approximately the same value, the difference between the first and the following two being just 0.17, thing which indicates the fact that the series studied is almost symmetric. Between the four proposed variants of persons asked only three between them was used, for the last does not be any apparition frequency.

Studying the 3 quartiles it can observe that all frame in the first interval (fewer 1000 euro), the people asked choosing in a percent more than 75% this variant.

The attitudes are perceived by ones specialists in marketing domain that representing a general evaluation. This evaluation would go from positive extreme at negative extreme. Thus, the attitudes vary in intensity and favourability. 98% between the students asked consider that FSEGA disposes by an adequate academic infrastructure, only 2% between these pronouncing dissatisfied. Then when talks by the quality of educational services offered, the students become more exacting, the percent that dissatisfied by this aspect reaching 22%. Thought only one student pronounces dissatisfied by both aspects followed, much more (77%) said that they are satisfied as the quality of educational services as the FSEGA infrastructure.

Table 3: The appreciation of infrastructure and educational services of FSEGA

		Consider you that FSEGA has an adequate academic infrastructure? - percent		Total
		no	yes	
Consider you that the educational services of FSEGA are they by quality?	no	1	21	22
	yes	1	77	78
Total		2	98	100

The students at master are aware of the fact that the most important aspect of one educational vocational training is represented by the competences, aptitudes and knowledge's got hold of the process finish, 88% between they saying that the accent must to be put by this side and not only by the diploma existence.

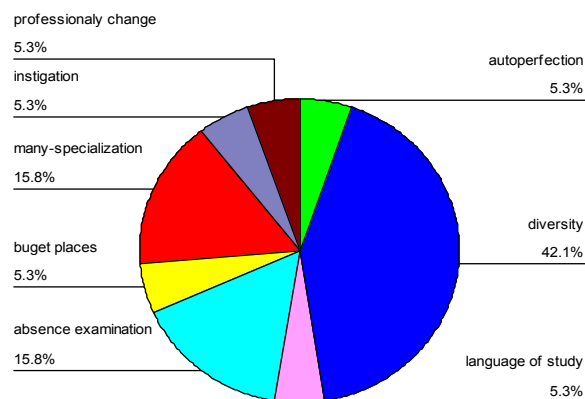
The students asked consider that the most disagreeable aspect is represented the big number of students which study within the framework of faculty, followed by the absence the stages in firms and the big fees of faculty. Percents more reduced chosen as response variant the bureaucracy, the inadequate prepare of teachers, little support for academic performance and the fact that the students are little information.

31.81% between the students of master which are dissatisfied by the quality of educational services consider that this fact is thanks to the students number too lifted. 22.73% consider that this fact is thanks to inadequate prepare of teachers, 18.18% of stages absence in the firms, and 13.64% of academic performance insufficient supported.

Table 4: The correlation between the FSEGA quality of educational services and the disagreeable aspects within the framework of this

		Consider you that the educational services of FSEGA are they by quality?		Total
		no (%)	yes (%)	%
What is the most disagreeable aspect in FSEGA	big number of students	7	23	30
	big fees of faculty	1	21	22
	inadequate prepare of teachers	5	1	6
	little support for academic performance	3	4	7
	students are little information	1	2	3
	absence the stages in firms	4	21	25
	much bureaucracy	1	6	7
Total		22	78	100

Between 63 persons asked which affirmed that from the master studies they decided to change the section, about 60% motivate the choice as being determined by the requirements imposed by the work market, re orientate towards the domains which they consider that their will assure possibilities from professional realization. Reduced percents chosen this option because they don't like the domain formerly studied or because they aren't satisfied by the teachers prepare which carry on didactic activities at that section. 30% between the investigation participants mentioned others reasons. Between the fellows who said that other motive has been at the base of change section followed at master, the majority justify their option as being result from diversity desire (42.10%). Others specified reasons have been as in Figure no.6.

Reasons to change the section**Figure no. 6: Others reasons to change the section**

IV. CONCLUSIONS

Even if the principal tendency is represented by the higher education generalization, result of fact that the number of students increased by 300% and that of academics has tripled, though we see that in reality we confront with a mass marketing, at least at declared level the recipients of benefit of this type of services want a differentiated education, respectively a marketing segmentation having in view the fact that they appreciate the selection on the base of examination more efficacy and they wish a diploma in rapport with an options gamut.

The bigger and bigger competition by present stressed the strategic importance of satisfaction and of quality in the competition for to gain consumers and for to maintain certain substantially competitive advantages (Popescu, 2010[12]).

Thus, FSEGA must be able to view all these aspects emerged by consumer study of educational services, the central pawn of anyone purchase decision, as well as an optimum mix between a focalization more accentuated for study domain offers by master curricula and disciplines offers by additionally area of this for obtain a competitive advantage in an economy with profoundest changes. Is essential for this that entity to introduce an adequate strategy which lead at a big profitability and an efficacy.

Absence using marketing view within the framework of educational system it is similarly with the disagreement educational institutions access at the ensemble valuable tools which can eliminate the status quo problem present within the framework of this (Popescu, 2011[14]).

Thus, today, to can to survive organizations must know their customers very, very well (Popescu, 2011 [15]).

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Investing in people!

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