

KJU: an example for role, relevance and responsibilities of private HEIs in Hungary

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Overview

- **KJU: a short story 1992-2018**
 - The years of flourishing and crisis
 - Presence
 - **Role and relevance:**
 - Innovation
 - Quality
 - **Responsibility**
 - Examples from the majors
 - **PIQ and Lead model**
- **Summary and further questions**



KJU: a short story

The years of flourishing

- **1992 Founding KJU and launching English and German Teacher Training program with 147 students**
- 1993 academic year: **Tourism and Hospitality** program
- 1994 Launch of **the first free Journalism training program in Eastern Europe**
- 1994 The launch of **Vörösmarty Radio owned by the KJU**
- 1995: Business Administration and Management
- **1998: Campus Budapest**
- 2000: International Relations
- **2001: Campus Siófok**
- 2002: Social Work

KJU: a short story

The years of flourishing

- 2003: State accredited language examination system in English and German at 3 levels
- 2004: Cultural Management, new campus in Orosháza
- 2005: Education centre in Austria - unique in the Hungarian HEA
- 2006: Pedagogy BA program
- 2007: Performance in jazz BA
- 2011-2012: History BA, MSc in Management in tourism, MSc in Enterprise Development, MA in International Relations
- 2016: Human Resource Management BSc
- **2009: The most important non-state institution of HHE with nearly 10.000 students at 4 campuses**
- **The financing of the Hungarian Higher Education was sector-neutral.**

KJU: a short story

The years of crisis

- **In this very moment we have only 3500 students, which is, in comparison with the year 2009 a drastically drop.**
 - WHY?
- State and church universities continue to receive subsidies, while private universities are no longer co-financed.
- The fact, that state and church universities can collect also tuition fees, but these fees shouldn't bring in the costs of the training
- Unfortunately all Hungarian HEIs can only offer the same state-approved study courses
- If you develop something new, all HEIs can start with it if they provide the personal and infrastructural requirements.
- **We were the first offering Tourism, Journalism, nowadays offer more than 20 HEIs the same study courses.**

Presence:

- What can we do considering all that trends?
- Innovation, quality and flexibility within the given legal possibilities
- Finances were and are never satisfactory – therefore:
- **Private HEIs must have a great innovation potential**

Innovation „under pressure of the circumstances“

- **Modern teacher training program vs traditional one**
- Effect: teachers leaving traditional universities and young high school teachers - the founders of KJU - invented 1992 something innovative, and it became 20 years later a standard
- **Tourism and Journalism:**
- 20 years ago we had to convince the educational authorities and the ministry of education, that such studies can be considered seriously
- Effect: Nowadays are those study programs among the most popular in Hungary and practically all HEIs offer them

Quality management taken seriously: Quality awards



Fejér Megyei
Minőségi Díj



QUALITY
INNOVATION OF
THE YEAR
2014

Offer the same but teach it better

- High quality staff: Brain Drain from the West to the East: Klaus Welke (Linguist from Berlin), András Horn (Culture researcher and philosopher from Basel)
- Teaching methodology
- Centre for Higher Education Methodology

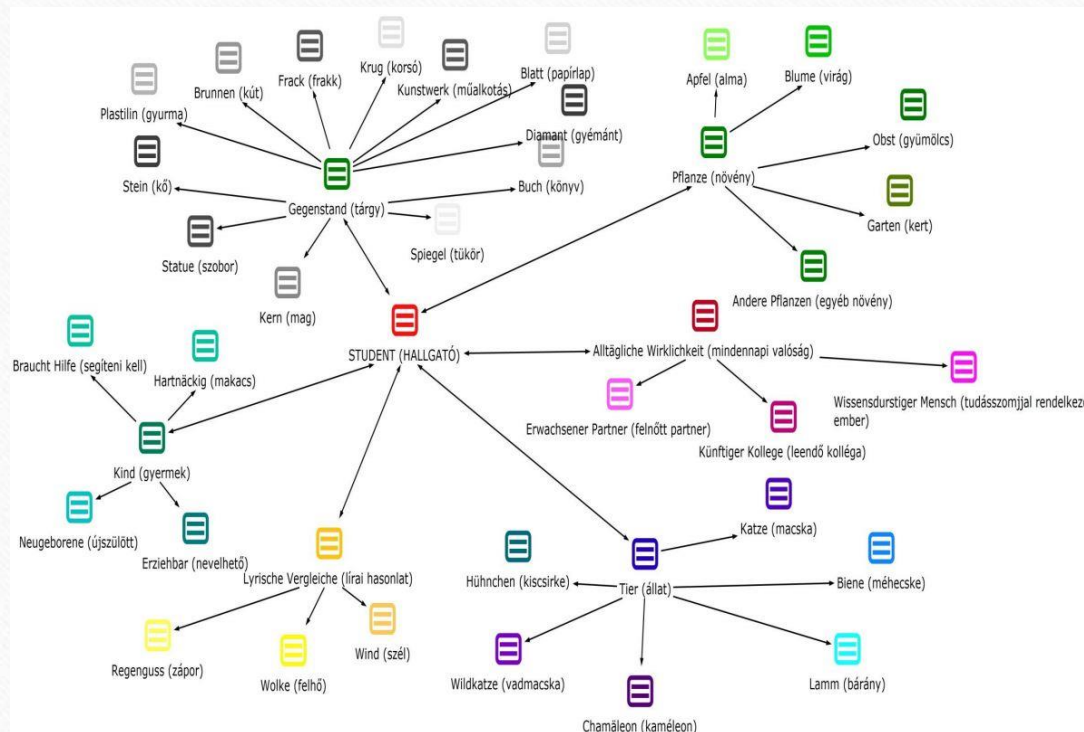


Offer the same but consider the challenges

- Opinions vs. text-based evidence: constructing the truth: Higher Education Methodology
- HEM was always facing post factuality:
- How to convince students: facts matter!
- The Filter (Facebook) Bubble

Self-reflective Metaphor Research: Students are....

H vs. Ch



Connectivism, Problem Based Learning

- Cooperative learning vs authoritarian style of teaching
- Recognition of non- and informal learning activities
- Learning outcomes based curricula and evaluation vs content based
- New media and mobile learning: connectivism (collecting knowledge connected in crowd)

Responsibility

- A non-state HEI can and maybe should take more responsibility for their students career
- We offer LLL competencies(Sport, culture, well-being at work)
- Students should learn how to be responsible to himself, the environment and the society.
- Young adults are sensitive: the first year in Higher Education is the first year of full self-responsibility
- First adult experiences with society

Examples from the majors

- Communication and Media: ethics and media
- **Business studies: responsible banking**
- Social Work/Pedagogy/Andragogy: inclusion vs. segregation)
- Jazz: role of the music for disabled people
- English Studies: intercultural topics (Canada/Ireland)
- Tourism: responsible an sustainable tourism

Hungary struggles with foreign currency loan burden

By Neil Buckley

Government's move to help borrowers could harm lenders

ashing the banks has been a popular pastime among politicians ever since the 2008 global financial crisis. But few countries have dished out the beatings as enthusiastically as [Hungary](#).

The Fidesz government of Viktor Orbán, soon after its 2010 election, imposed Europe's highest bank levy on Hungary's banks. Many have foreign parents such as Austria's Erste Group and Raiffeisen Bank, Italy's Intesa Sanpaolo and UniCredit, and Germany's Bayerische Landesbank.



The levy forced banks to take hefty losses a year later on some of the large stock of loans taken out by Hungarians in foreign currencies. And this year the government imposed a financial transactions tax.

[More](#)

Examples from the majors

Tourism: sustainable tourism (problems in BCN: responsible tourists?)



Examples from the majors

Social work/pedagogy/andragogy: inclusion

Jazz: role of the music for disabled people

/Pflegeheim

Graz Austria/

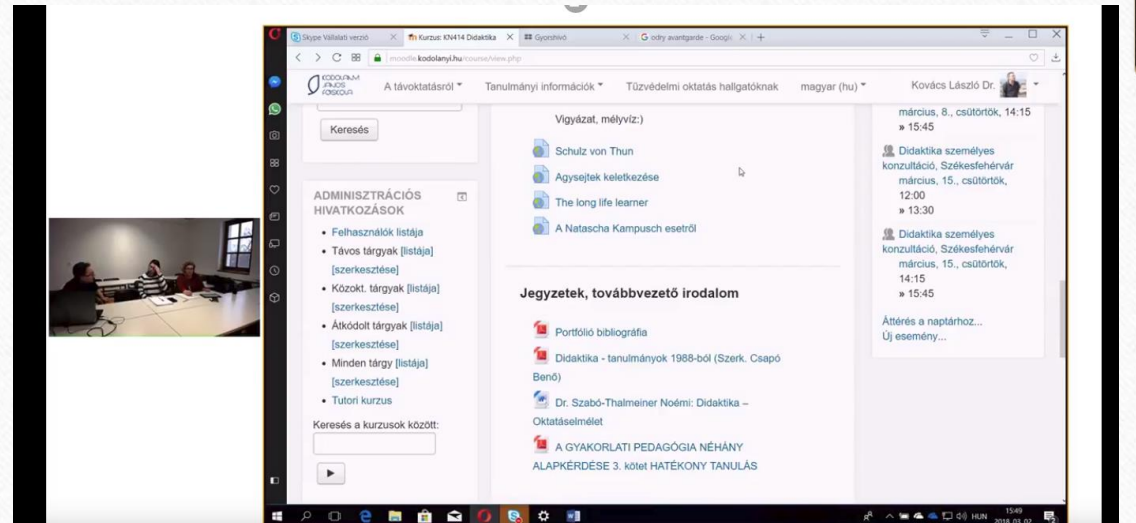
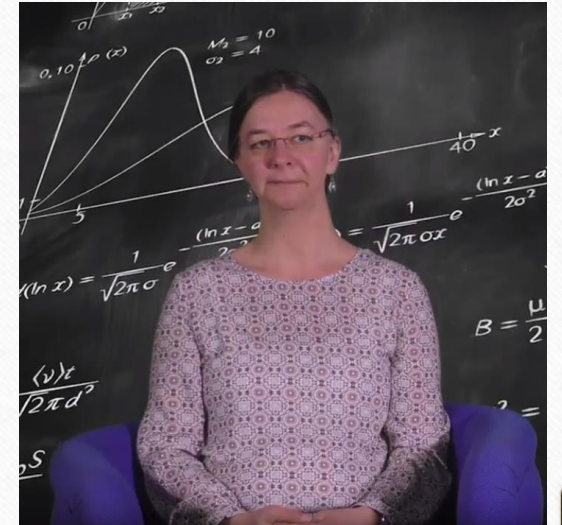


PIQ & Lead™

- P, as „profession”,
- I, as „innovation”,
- Q, as quality and
- Lead, as „leadership”, namely leadership ability
- Mentors support students from the enrolment
- E-Learning and thematic weeks: new learning environment
- **Hungarian Quality Product Award 2014**

E-Learning and thematic weeks: new learning environment

- Thematic week's activities: sensibilisation program, PBL in groups, labor market networking
- Comparative study excursions: eg. Fürstenfeld (Austria)
- Skype for Business



Summary and further questions

- Non-state HEIs can improve the general higher education in a country if:
 - They have a great innovation potential
 - Teaching quality is for them important
 - They use unusual methods and provide them
 - The state gives them freedom to try out new ways of teaching and learning
- Questions: Similarities and differences?
 - What are the potentials of the cooperation between non-state HEIs in the Visegrád Group?
 - What should be done to evoke synergetic forces?
 - How can we cooperate in teaching and research?
- The first step is done: **hic et nunc**

THANK YOU FOR YOUR ATTENTION

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- PIQ & Lead™ felsőoktatási képzési modell
- PIQ & Lead™ Higher Education Model

