



Where Would We Go from Here?-

**The Dilemmas of the Academic and Practice-Oriented of
Universities of Applied Sciences**

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BGE

BUDAPEST BUSINESS SCHOOL
UNIVERSITY OF APPLIED SCIENCES

Budapest Business School- University of Applied Sciences

- Formed by the merging of three Colleges in 2000
- The sixth largest Higher Education Institution in Hungary
- Largest business school (16,000 students)
- 2016- University of Applied Sciences



BUDAPEST BUSINESS SCHOOL STRATEGIC GOALS (2016-2020)

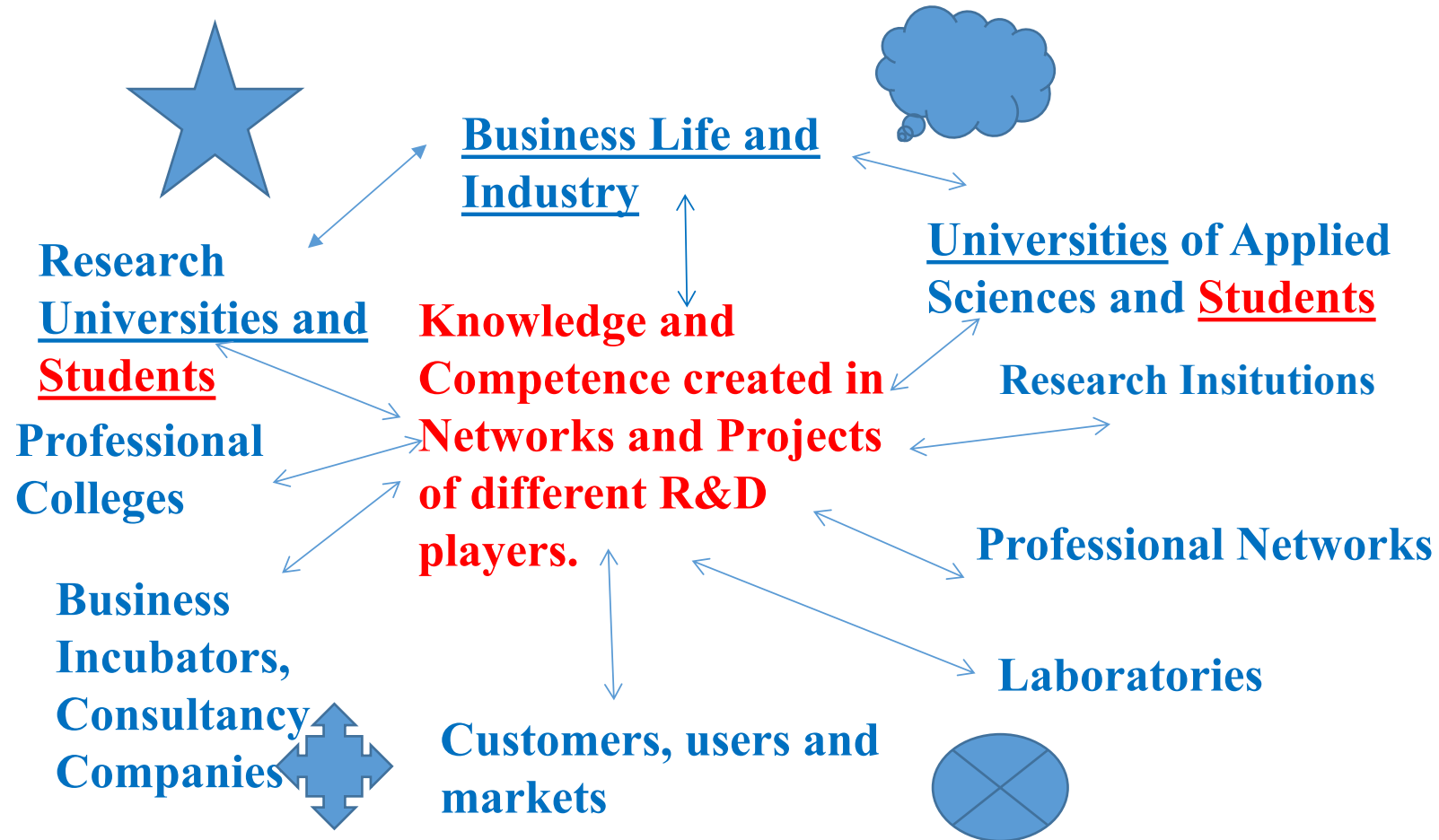
- ✓ Entrepreneurial University
- ✓ Internationally acknowledged University (CEE)
- ✓ Experience based learning environment
- ✓ Socially responsible University

UNIVERSITY OF APPLIED SCIENCES

- New era – double loop learning (how?- WHAT!)
- *”Most organizations die not because they do the wrong things, but because they keep doing what used to be the right things for too long...” (Doz- Kosonen: Fast Strategies)*

MODE 2- Knowledge and Applications

Co-creation and Practice-oriented Research



The challenge of academic drift

- Causes
 - Shared values of universities and UASs
 - Lower prestige of teaching over research
 - Credentialism: UASs constantly lose students over universities
- Factors influencing academic drift
 - Regulation: one overarching law vs. separate laws
 - Funding: same formulas/mechanisms vs. different formulas/mechanisms
 - Career structure: similar vs. different
 - Study programmes: similar vs. different
 - Becoming universities: fulfilling certain conditions and/or political decision?
 - Status of research: is research expected from UASs?
 - Existence of autonomous professional cultures
 - Association of institutions: separated or united
 - Governance structures: similar or different
 - Mergers: is merging UASs and universities allowed?
- The vacuum is filled in by new institutions (e.g. further education colleges)

FLOW CHAT Method

”Inspiring discussions”

- Sandwich method of communication (two monologues and a free discussion in between)
- Listening is a must to get somewhere together...😊)
- This method is not for arguing, it is for inspiration!
- Developed by Attila Dunai, HR philosopher

