

The Ethical importance of Knowledge and Schools

The article in mention is, “The impact of marketisation on postgraduate career preparedness in a high skills economy” by Natale, S. M., & Doran, C., which suggests that the marketing of education has become epidemic. Business practices and principles that are applied to education, with the approach and goal to achieve a higher education, make schools both more “competitive” and “branded.” The ethical challenge that is being developed is the growing costs of education to society, students, and educators in pursuing such a model with inherent conflicts.

The conflict would be whether the students are really learning what they are supposed to be learning and whether the teachers are teaching solely for profits or because they love to teach. According to Natale, S. M., & Doran, C., “The increased focus on narrowly defined degrees targeted to specific job requirements rather than the focus on raising the level of students’ ability to engage in more abstract and critical thinking is accelerating.” According to the article, the impact is that some students lacked the necessary “engagement with meaningful” and “challenging knowledge” and this would severely impair their ability to become both “engaged” and “reflective.” This model has also impacted faculty morale as concerns with lack of academic rigor continued to grow. Therefore, an ethical crisis has emerged within education internationally and intervention is urgently needed.

The key point is that education has become a very successful business that is being marketed. Due to the mixture of businesses practices and principles in education, schools are more competitive and are branded to attract more students. The ethical challenge is that there is a growing cost of education to society. In other words, the price of education has become very high because of the schools are competing and branding education as their unique product. This makes it hard for most students to afford the education. The ethical question is

should the price of education increase to benefit some while demotivating others who wish to get their education.

There are persons who are not interested in education even when it is affordable. The more the price increases, some will be forced to drop out of obtaining their education, but some would be motivated to get their education before the cost reaches a point where they cannot afford it. The increasing cost could be justified because the services of the teachers and the faculty are not free. If teachers and faculty members are paid a low fee, the school would not be able to attract the best professionals, and this will not be beneficial to both the teachers and the students. There are therefore conflicts between the price of education to students and the cost of paying the teachers to teach students.

Some schools mainly target certain jobs requirements rather than increasing the student knowledge or level of education. In other words, it is only teaching them what the job requires and not what they are supposed to know for their general knowledge. This may prevent them from having the ability to engage in certain activities and could hinder their critical thinking skills. The students, when on the job, may lack experience, communication, and engagement skills. This is because these schools have not provided broad-based education to the students, but it is mainly seeking profits and competing for the best school results to support the brand names. Due to this, most students may lack the ability to adapt to certain situations and their experience and critical thinking skills would be low.

There would also be an impact on the teachers. Some teachers would like to teach the students more than what is just expected of them on the job. The teachers would like to pass knowledge to students but since most schools would be competing, the teachers will be forced to teach what the school wants them to teach. The teachers would not feel motivated and would not be encouraged to put much effort in the teaching. Their moral would drop. The

conflicting issue is between what teachers should teach and what they teach. Is it ethical to hinder students' education in pursuit of profits?

Education is very important to all. However, education has become a business. Many businesses are showing an interest in education as a business, and their objective is mainly for profits and achieving results to maintain their brand name. Due to this, some person who attend the schools are not taught the broad-based level of education that they are supposed to be taught, but instead are only taught what the schools or their job require of them. This hinders the advancement in education and limits the students critical thinking skills. This is not beneficial to students who are paying a high price for education. While the higher cost may be justified to pay teachers, some students may not be able to afford the education.

References

Natale, S. M., & Doran, C. (2011, July 07). Marketization of Education: An Ethical Dilemma. Retrieved from <https://link.springer.com/article/10.1007/s10551-011-0958y>.

Ezannas Moses- A graduate student in Technical Management of DeVry University- Small Business Management and Entrepreneurship. There are many challenges that we encounter in life, but we must always persevere and conquer these challenges. We all have a goal we want to accomplish, a future we hope to obtain and a choice to be made. The path may not always be laid out for us, but is what you do next, is what matters the most in life. Always pursue your goals, as there are no greater rewards than self-fulfillment and personal development.