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Summary

The finances of the transforming ULLL in a changing market. The Case of Finland

The unbalanced education markets in Finland have driven the university continuing education centres into a tight economical frame. Universities have at the same time concentrated their focus more and more on research and degree education.

The market arena for full cost education products has narrowed. The clients (companies and individuals) have more options to choose from in the attractive low-price or free-of-charge solutions based on government funding.

The presentation offers a practical approach to seek for the keys to survive in the changing markets at five levels: the policy, market, university, unit/faculty and program level.

The burning question is: can we reallocate the resources to create at the national level a balanced and decentralized financing model of continuing professional development for highly educated, in a manner that will enhance the competence development linked to work and career?