
A PROPOSED STRATEGY TO IMPROVE THE COMPETITIVENESS OF EDUCATIONAL SERVICES IN THE LIGHT OF THE WORLD RANKINGS OF THE EGYPTIAN UNIVERSITIES



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Abstract

Introduction

Being competitive allows the educational institutions to have competitive abilities based on the level of educational services they offer. This is imposed as an important factor in attracting students. However, education encounters problems and a decline in the universities' level that they are not ranked or they have a low world ranking. Consequently, the competitive requirements shall be achieved, including education, training, as well as keeping up with the fast changes in communication technology, globalization of the economy, and knowledge societies. The universities shall also have the competitiveness of the educational and research services they offer.

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Objectives

The present study aims to:

1. Help the educational services at the Egyptian universities achieve a universal level to be equally competitive to the advanced countries' universities.
2. Seriously attempt to fix the defect of the university education market with the help of information and communication technology to offer a good educational service.
3. Get outputs that match the requirements of the labor market to support and increase the demand for educational competitiveness.
4. Help the Egyptian universities have competitive advantages of educational services in order to enable them to be ranked globally.
5. Develop a strategy to improve the educational services by analyzing the status of the universities to hold advanced ranks in the world ranking.

Method

The study adopted the descriptive analytical approach that describes the phenomenon based on facts and data. Then, it categorizes, processes, and completely analyzes them. It also made use of the prospective approach based on predicting future situations and phenomena because the strategic

planning takes into account that the educational system is affected by the increasingly strong competition.

Results

The field study concluded that:

- The Egyptian universities have a lower status in the latest world ranking.
- There are crises and challenges that hinder the competitiveness globally that were revealed by highlighting the defects. For example, the incapability of the universities to meet the requirements of the standards and indicators of world rankings affected the quality level of the educational services at the universities. Hence, a strategy has been developed to define the most significant opportunities, threats, strengths, and weaknesses. It also defines the objective of the proposed strategic plan that results in the following objectives:
 - Improve the competitiveness of the educational services at the Egyptian universities in the light of the world rankings' standards.
 - Restructure the curricula and educational programs at the Egyptian universities.
 - Provide the human resources with the required skills to achieve the competitiveness of the university education.

- Interest in the scientific research system in Egypt.
- Build competitive advantages for the knowledge society.
- Activate the electronic educational system at the Egyptian universities.
- Establish a bridge of communication between the production sectors and university education institutions.

