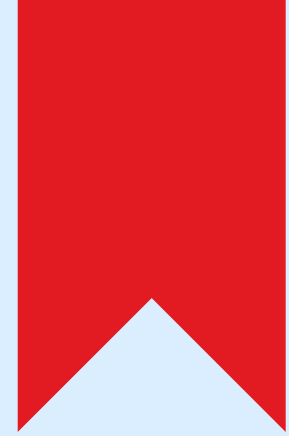




WYDZIAŁ ZARZĄDZANIA  
I EKONOMII



Alina Guzik

# Trendy w szkolnictwie wyższym na świecie











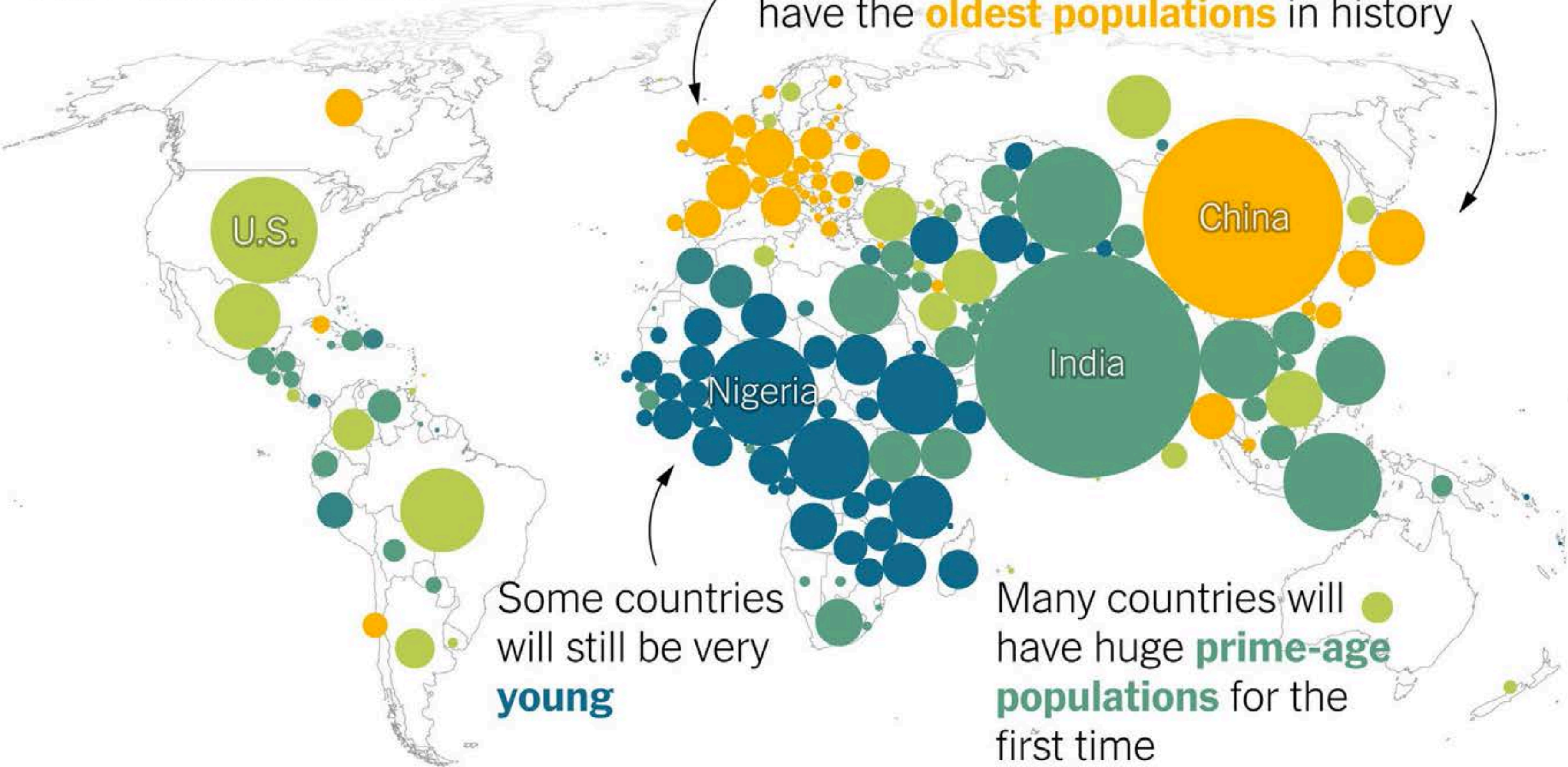
# Zmiany demograficzne



**Jak zmiany demograficzne  
wpłyną na liczbę studentów?**

# The world in 2050

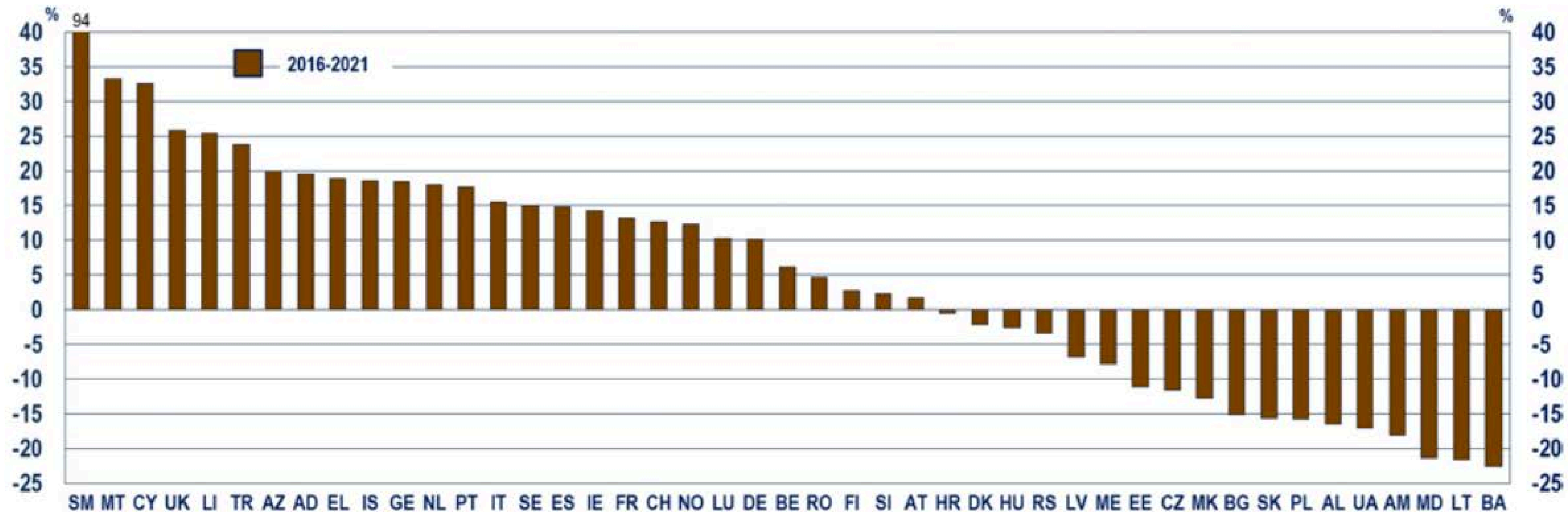
European and East Asian countries will have the **oldest populations** in history



Some countries will still be very **young**

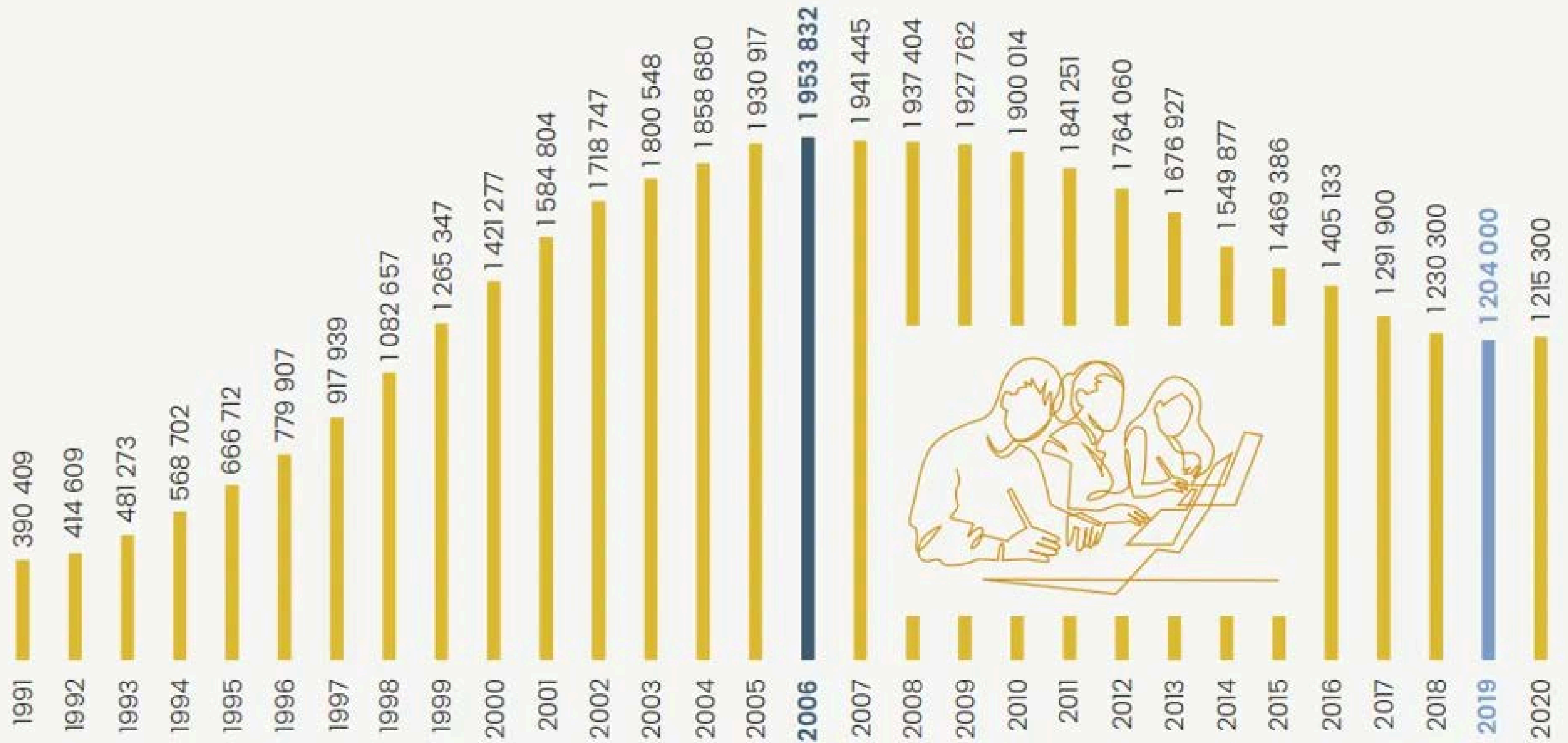
Many countries will have huge **prime-age populations** for the first time

Figure 1.2: Percentage change in the number of students enrolled in tertiary education, 2016-2021



Źródło: Eurostat

# LICZBA STUDENTÓW W POLSCE W LATACH 1991–2020

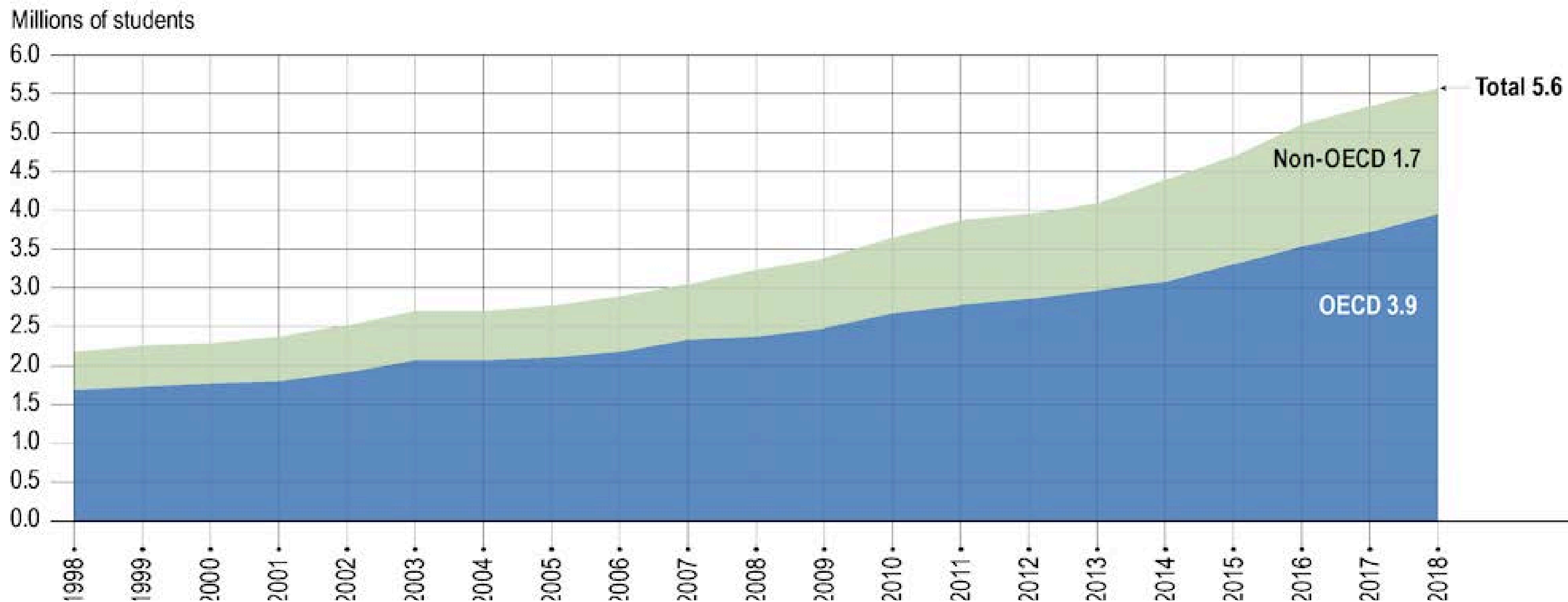


Źródło danych: GUS





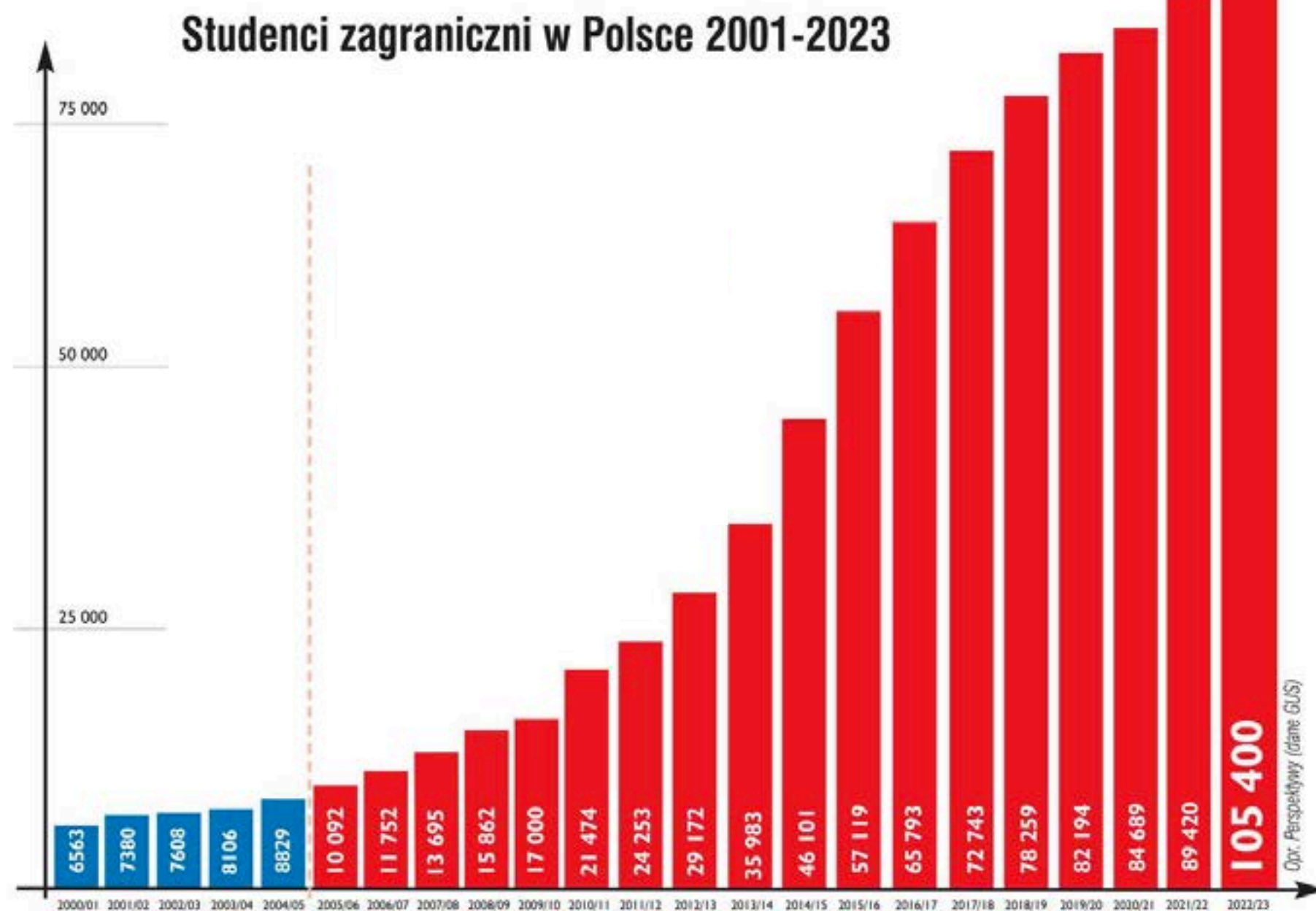




Growth in international or foreign enrollment in higher education worldwide (1998 to 2017)

Źródło: Responsible internationalization: new paradigms for cooperation between higher education institutions





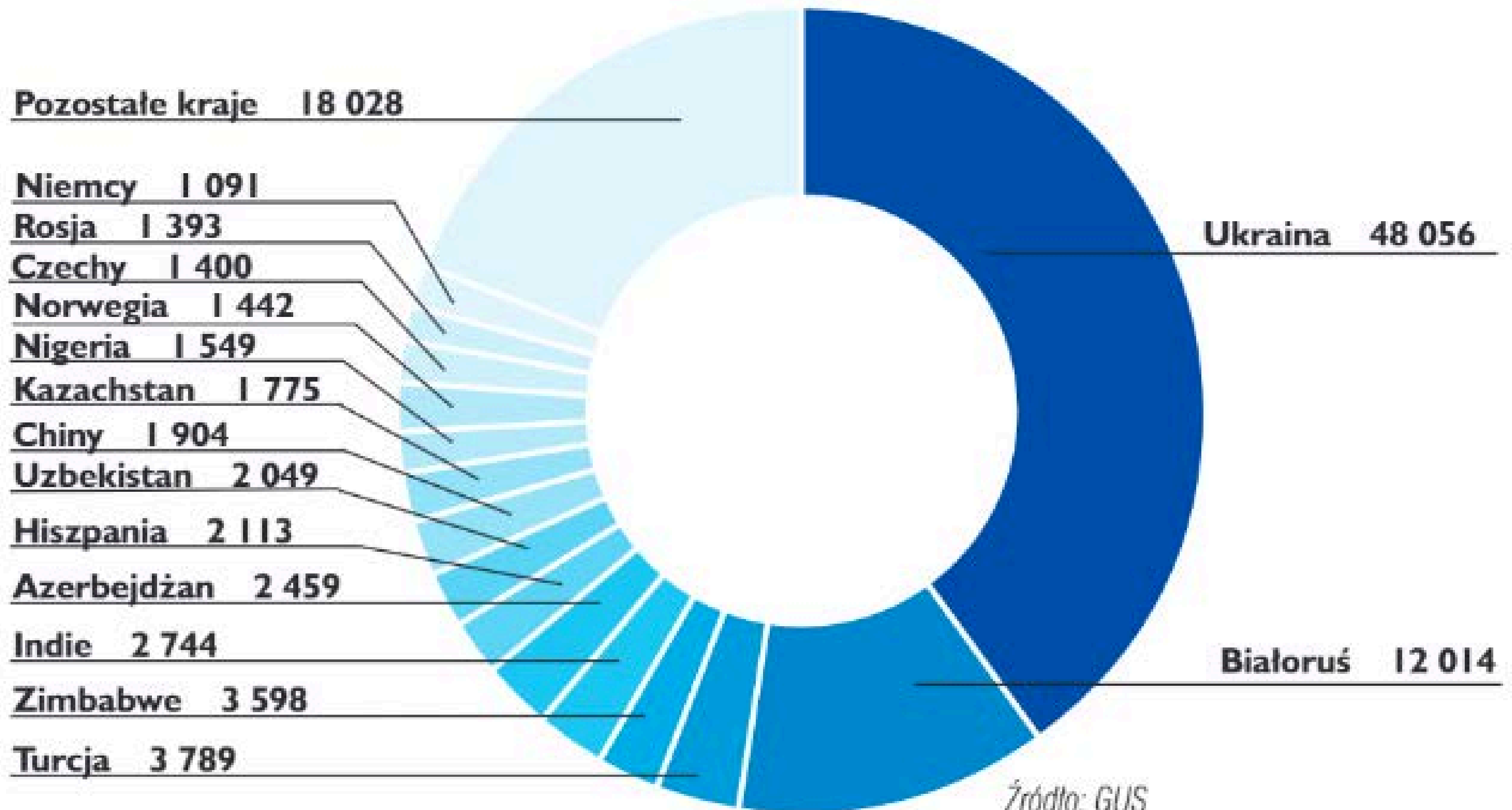
Źródło: GUS

Wskaźnik umiędzynarodowienia  
polskich uczelni

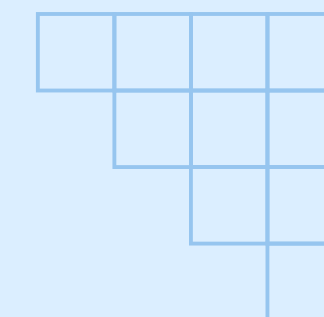
2008/2009	2022/2023
0,82%	8,61%



Wykres 10. Liczba studentów zagranicznych w Polsce według krajów pochodzenia 2022/23







Country	Avg. satisfaction 2023	Avg. satisfaction 2021	Change
Hungary	4.39	4.35	+0.04
Germany	4.36	4.13	+0.23
Portugal	4.33	4.05	+0.28
US	4.32	4.19	+0.13
Spain	4.30	4.16	+0.14
Turkey	4.20	4.18	+0.02
Italy	4.20	4.19	+0.01
Poland	4.18	4.09	+0.09
UK	4.18	4.18	0
Australia	4.13	4.14	-0.01
Netherlands	4.12	4.10	+0.02
Canada	4.11	4.07	+0.04

Źródło: The 2023 Global Student Satisfaction Awards Report





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中国工商银行  
(美国)

壽宮

Grand Palace RESTAURANT

廣生隆  
貨百·材藥  
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No Left Turn

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EVERYDAY  
INCLUDING HOLIDAYS  
STREET CLEANING

PARKING

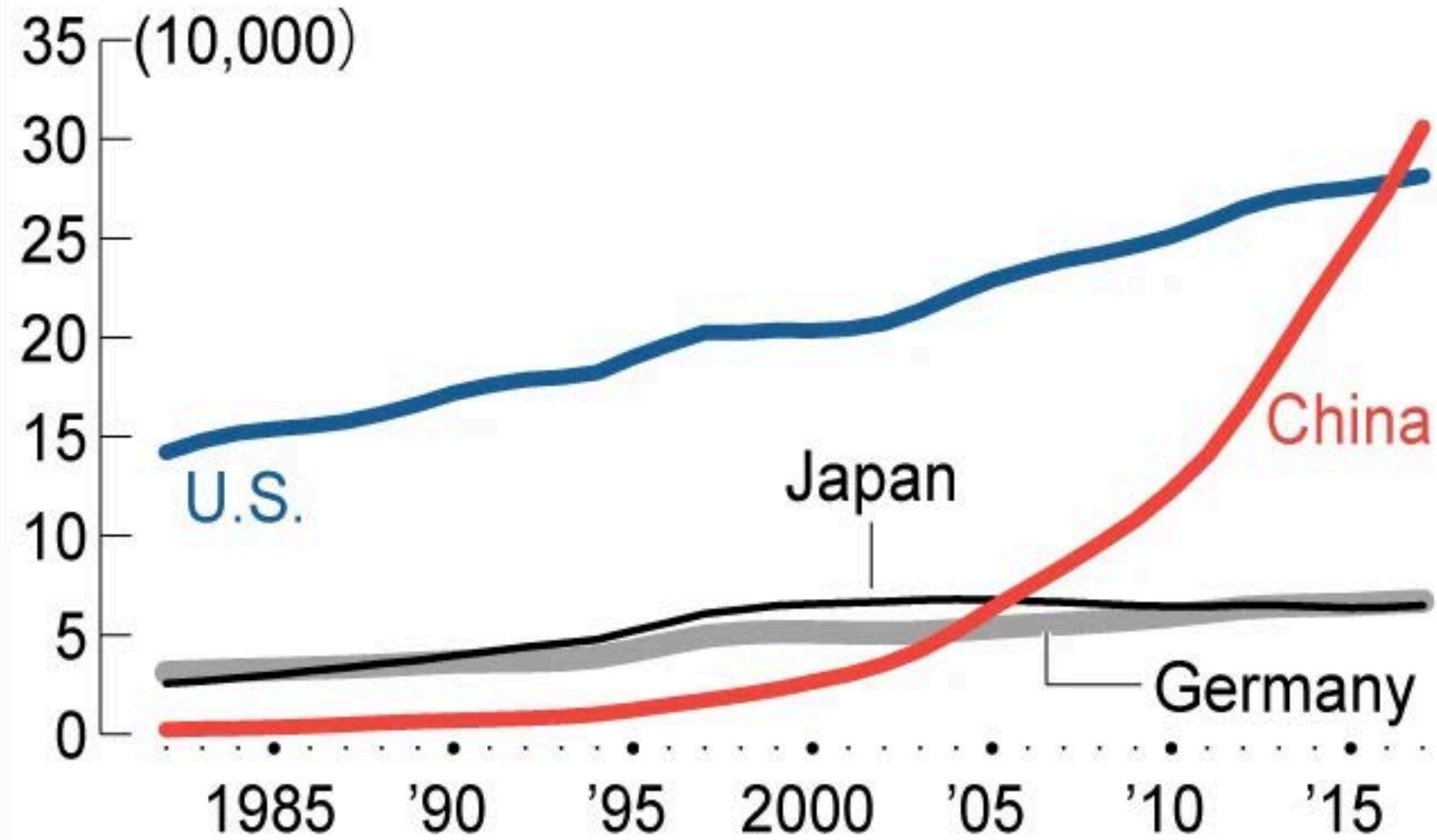
RIGHT LANE MUST TURN RIGHT

citi

6XXZ730



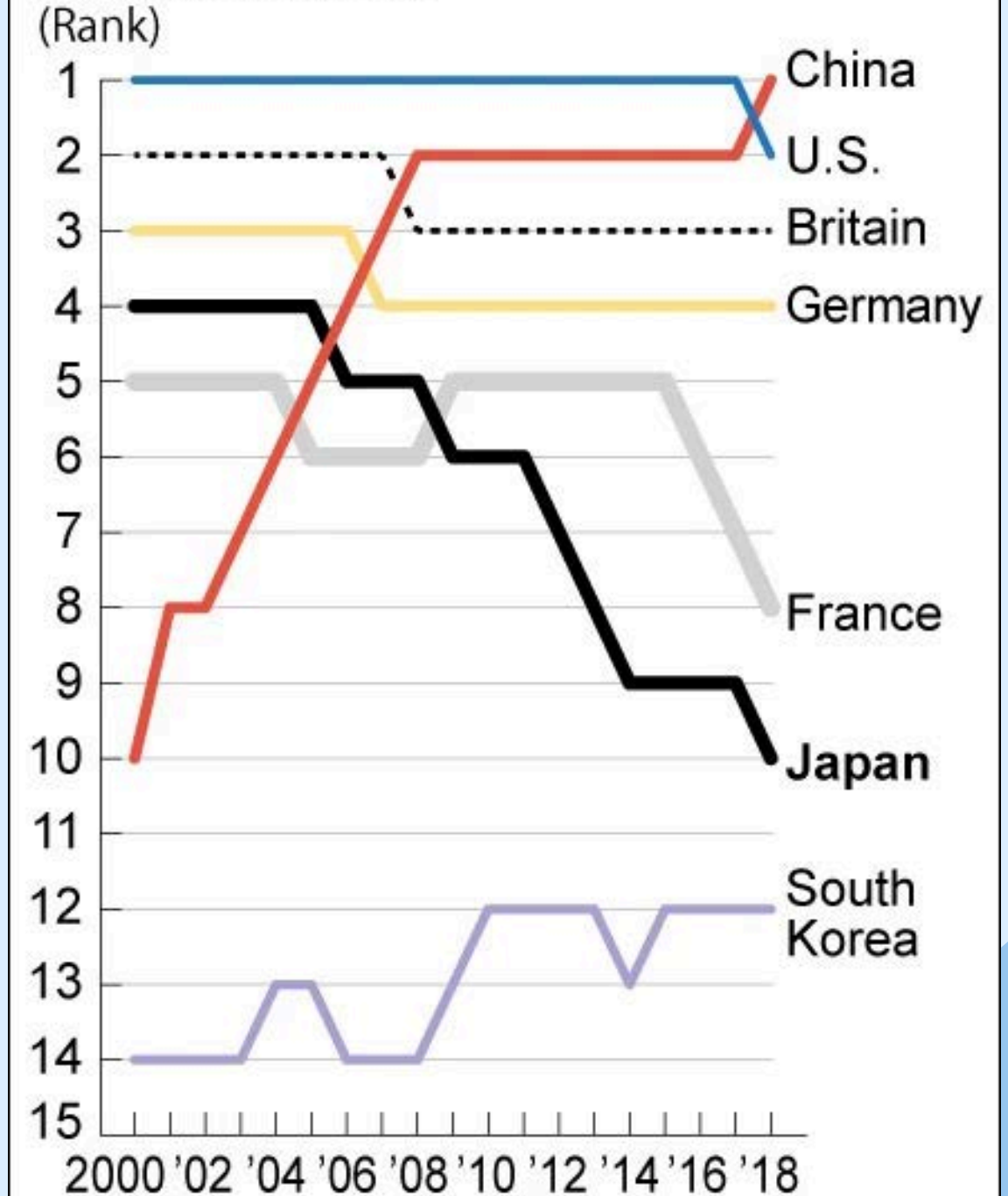
## Number of research papers published by major countries



Note: The figures represent a three-year average, with the latest for 2016 to 2018.

Source: Education ministry's National Institute of Science and Technology Policy.

## Ranking in top 10% of most cited scientific papers



Note: Based on the average number of papers for the three-year period around that year



A close-up photograph of a person's hands holding an open, brown leather wallet. The wallet is open, revealing its interior compartments. In the bottom left compartment, three pens are visible: a silver one, a green one, and a black one. The wallet has a textured leather exterior and a smooth interior lining. A blue arrow-shaped graphic is overlaid on the center of the image, pointing to the right. Inside the arrow, the text "Zmiany ekonomiczne" is written in white, bold, sans-serif font. The background is a plain, light-colored surface.

**Zmiany ekonomiczne**



# Average Student Debt Around the World\*

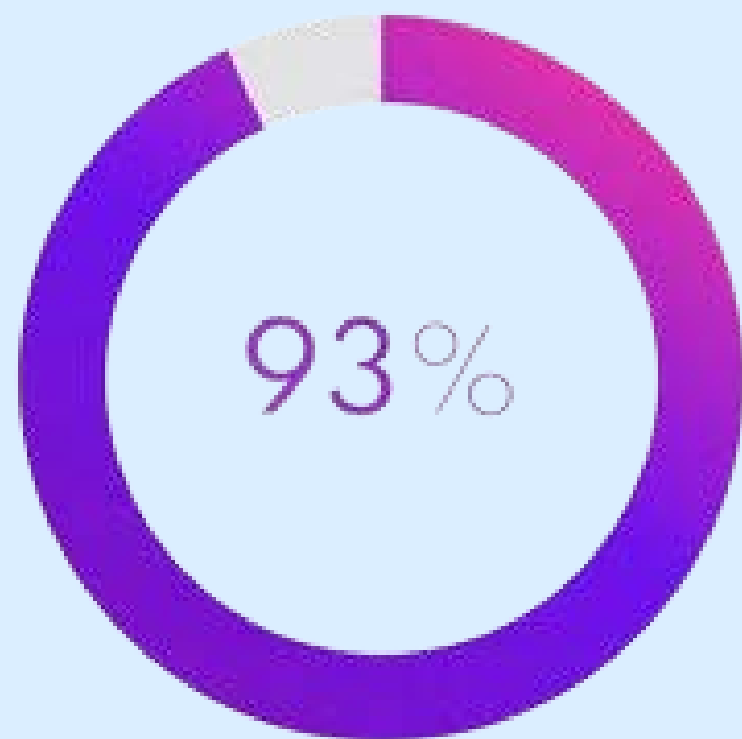


\*converted to U.S. dollars

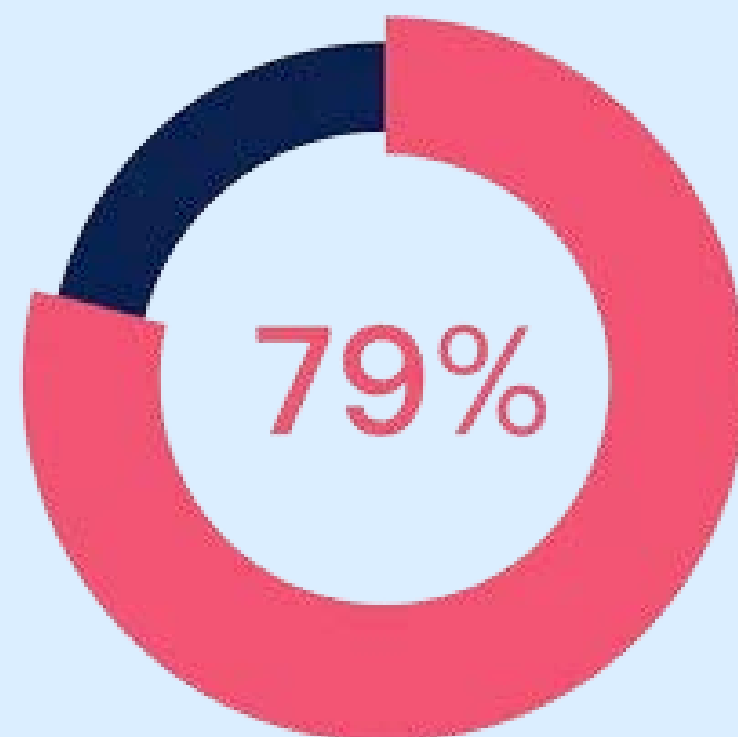




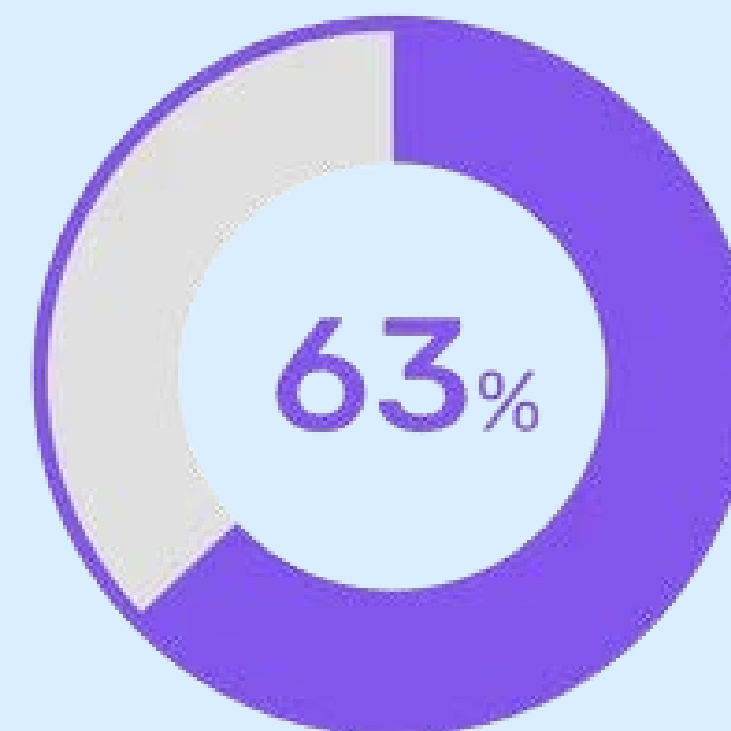




**93% osób na  
studiach zaocznych.**

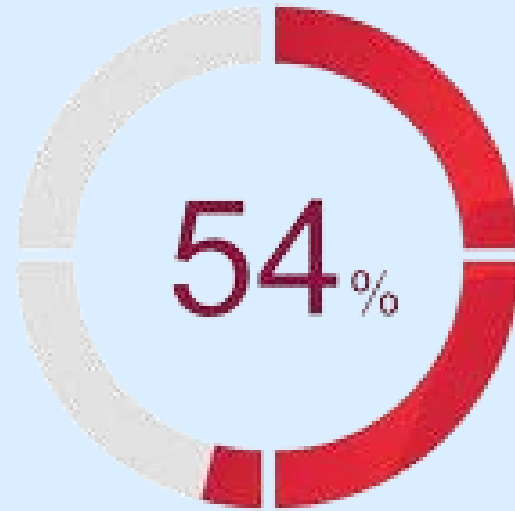


**79% studentów  
na studiach II stopnia,**

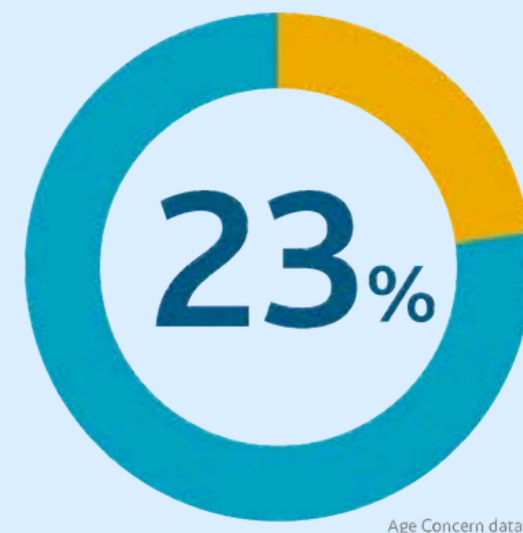


**63% na studiach  
I stopnia**

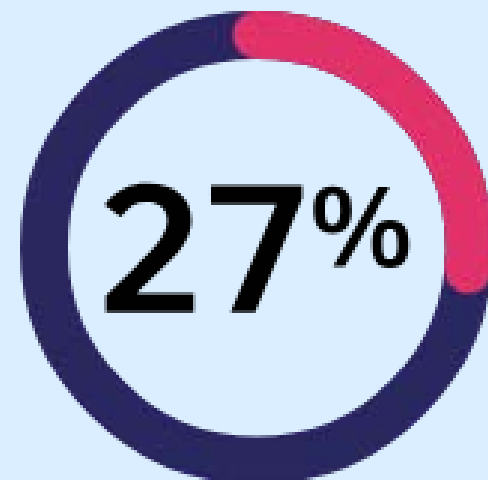




nie ma czasu ani na rekreację, ani na rozwój i odpoczynek.



odmawia sobie spotkań ze znajomymi ze względów finansowych,



rozważa rezygnację z nauki ponieważ studia są dla "bogatych"

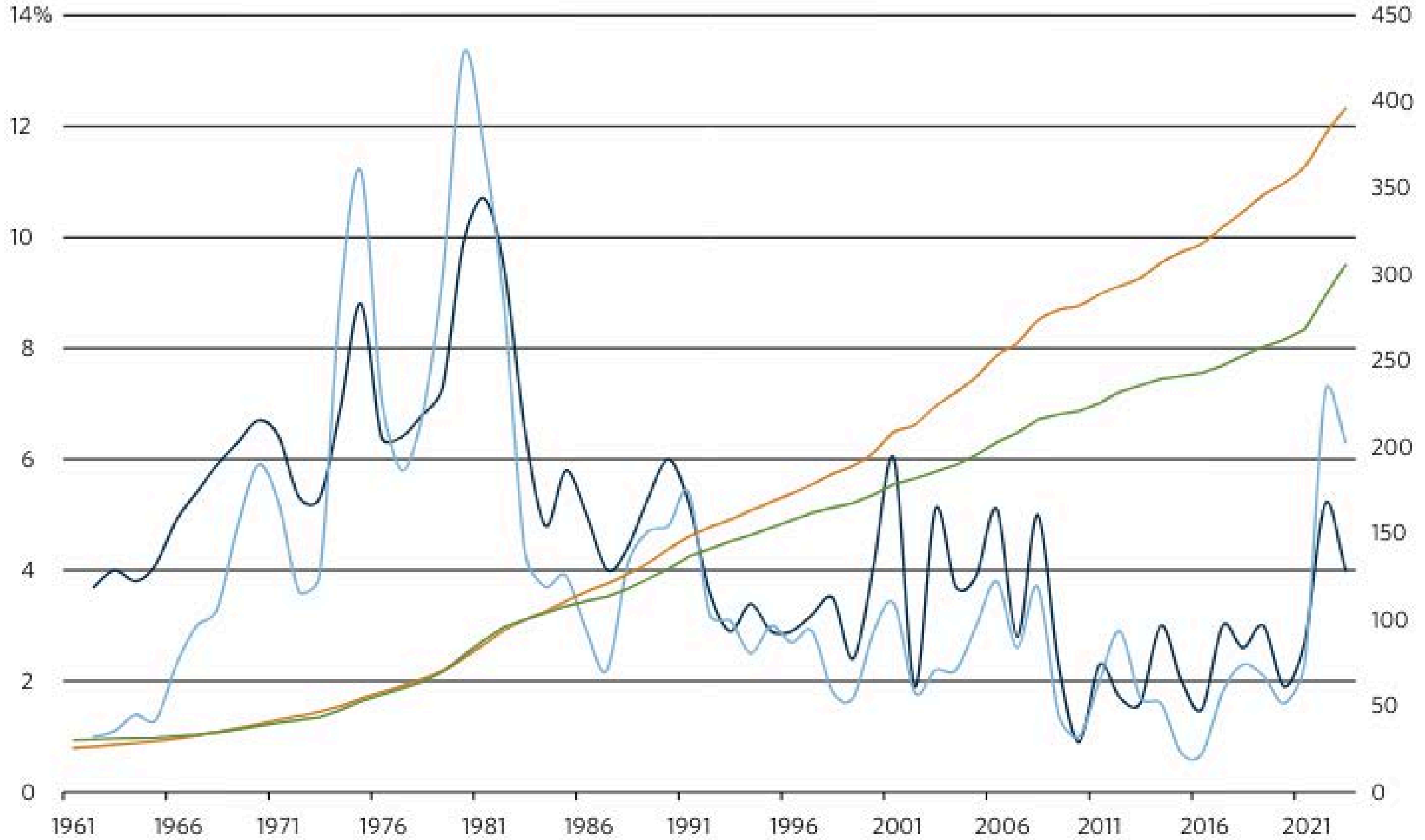






# HIGHER EDUCATION PRICE INDEX

1961-2023

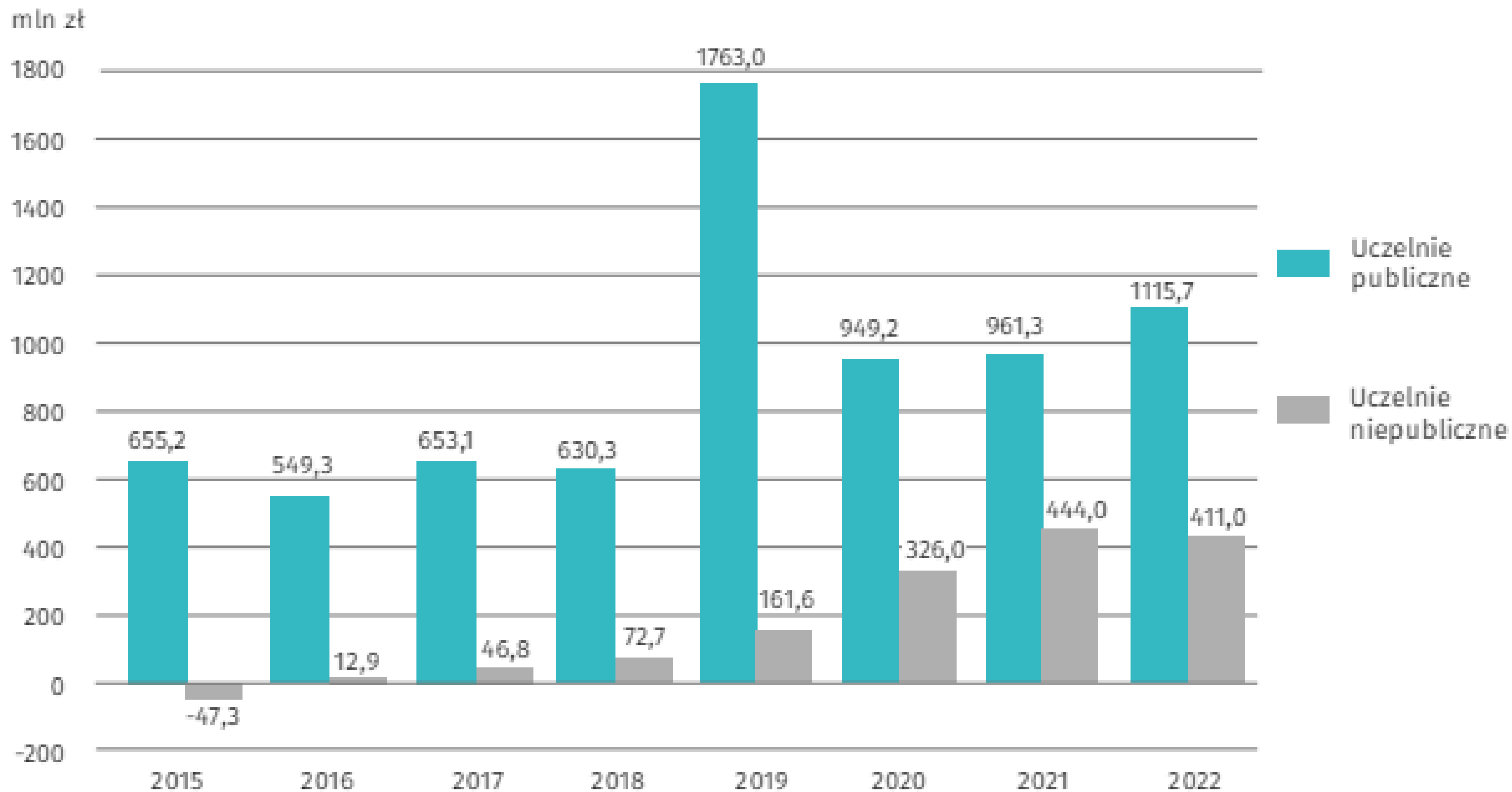


— HEPI Year-Over-Year  
— Cumulative HEPI

— CPI Year-Over-Year  
— Cumulative CPI

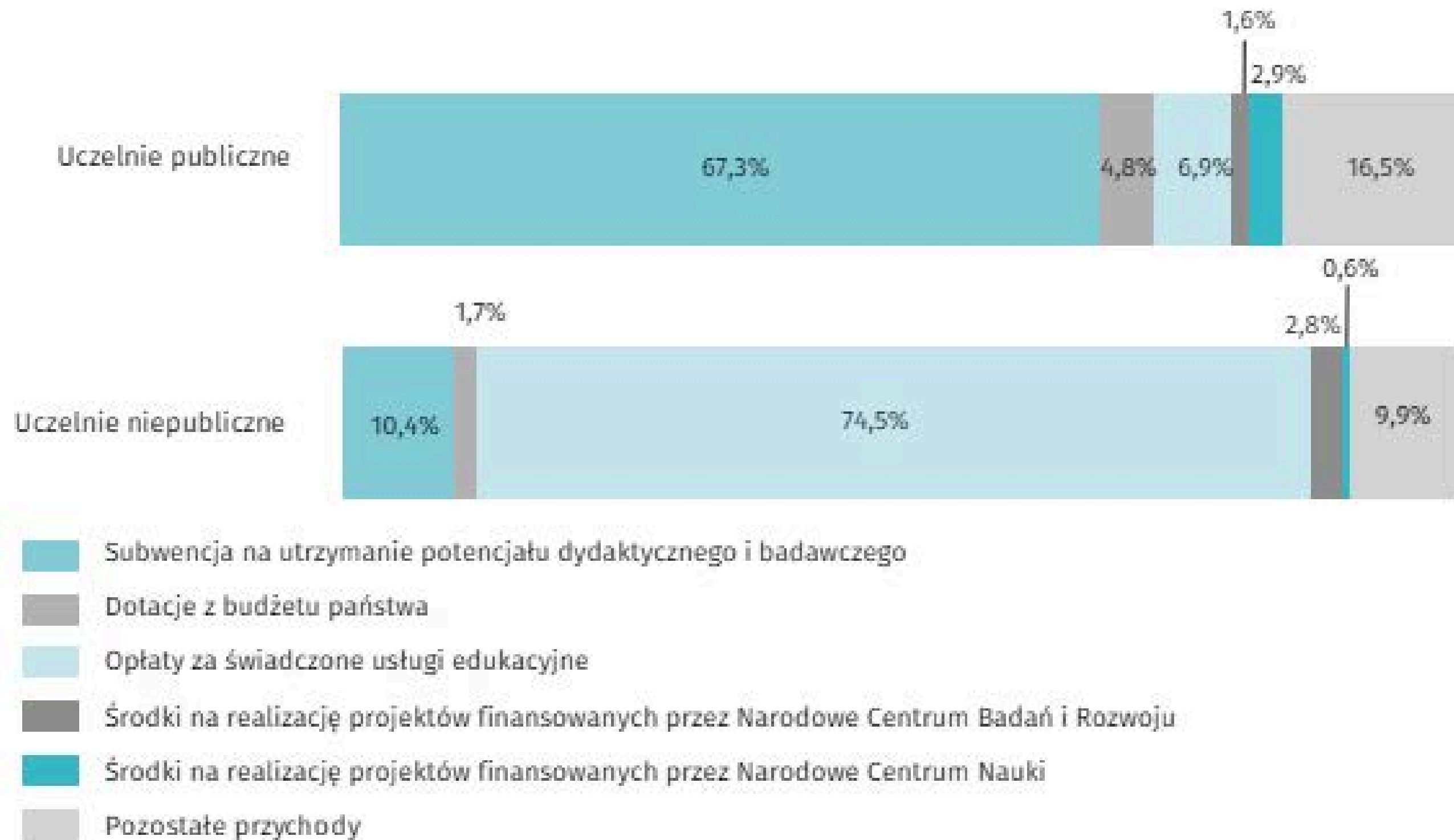


Wykres 4. Wynik finansowy netto w uczelniach publicznych i niepublicznych





Wykres 3. Przychody z podstawowej działalności operacyjnej uczelni w 2022 r.

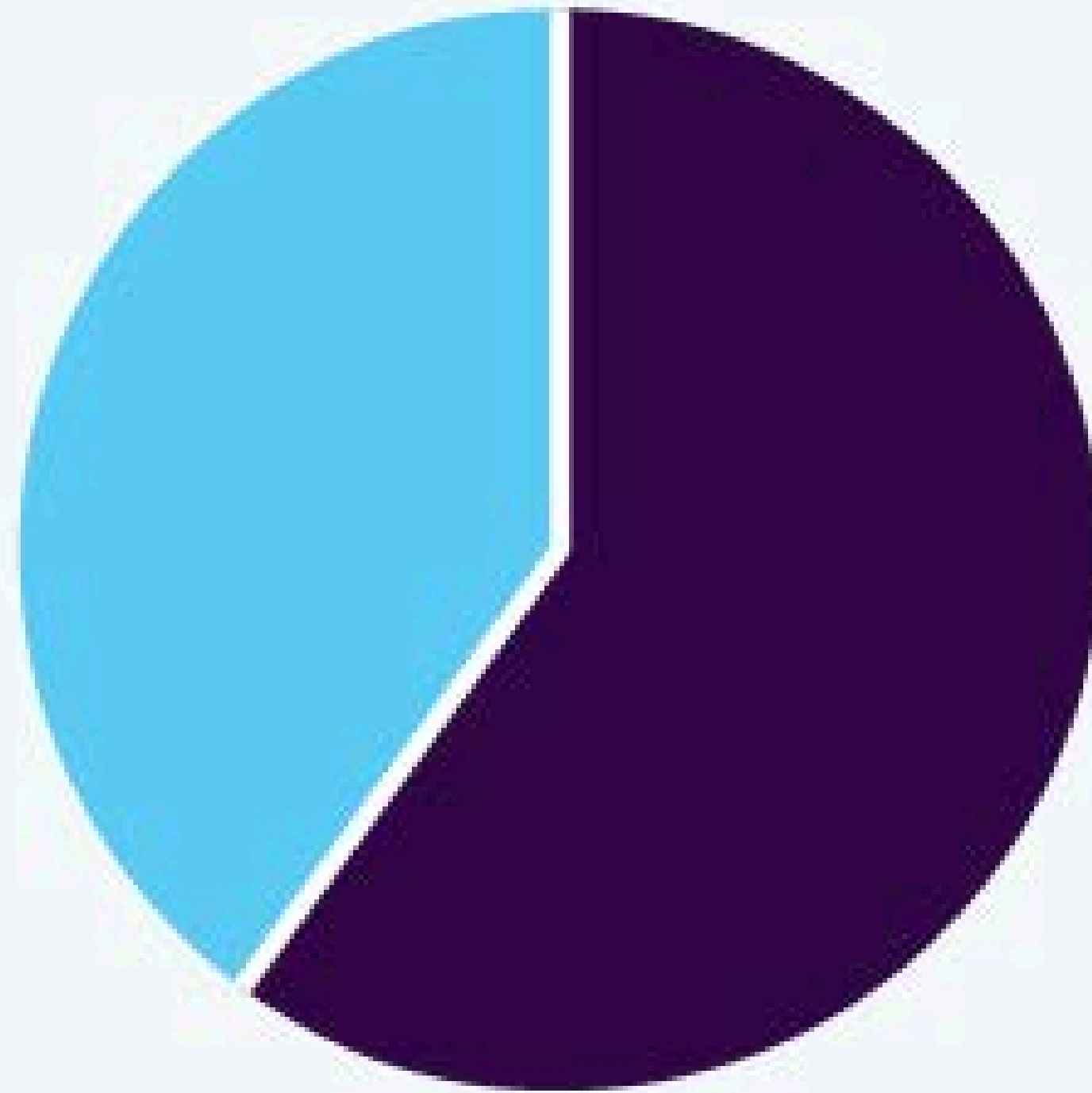


Przeciętne koszty kształcenia w przeliczeniu na jednego studenta wyniosły 26793,6 zł, o 8,1% więcej niż w poprzednim roku.



# Global Higher Education Market

Share, by Institution, 2023 (%)



● Private ● Public



GRAND VIEW RESEARCH

**\$736.8B**

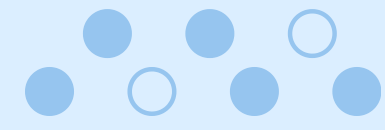
Global Market Size,  
2023

Source:  
[www.grandviewresearch.com](http://www.grandviewresearch.com)











## Core skill for workers in 2023

1. Analytical thinking
2. Creative thinking
3. Resilience, flexibility and agility
4. Motivation and self-awareness
5. Curiosity and lifelong learning

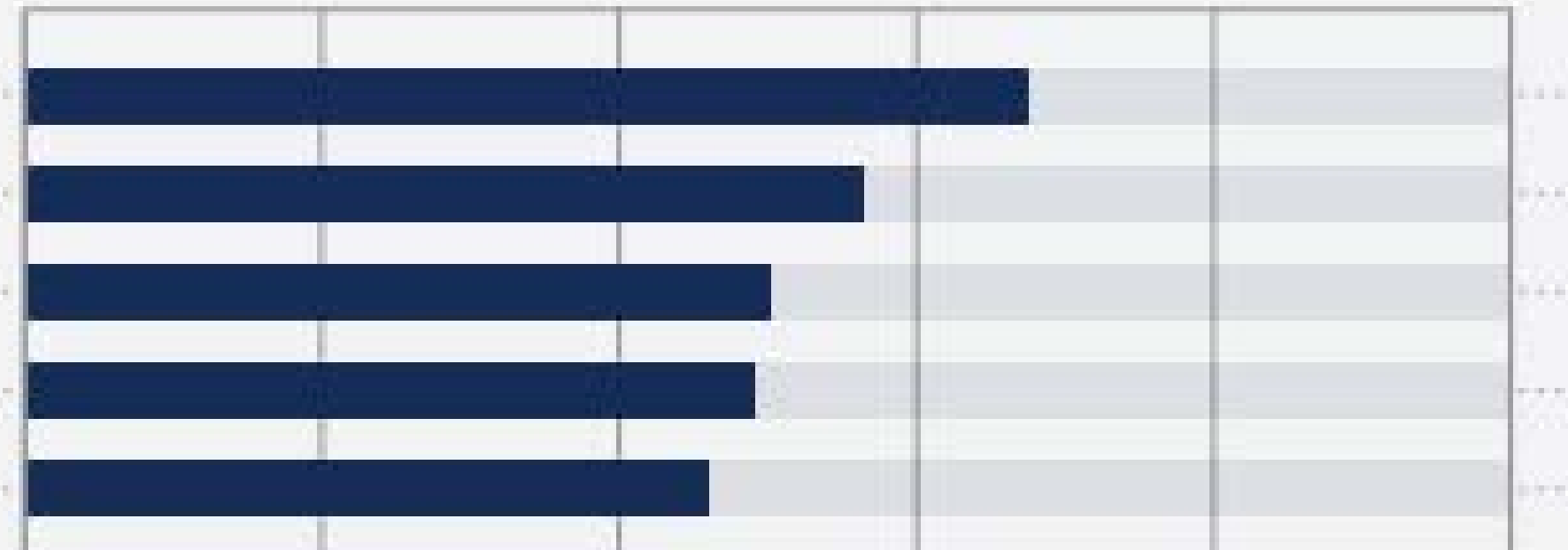
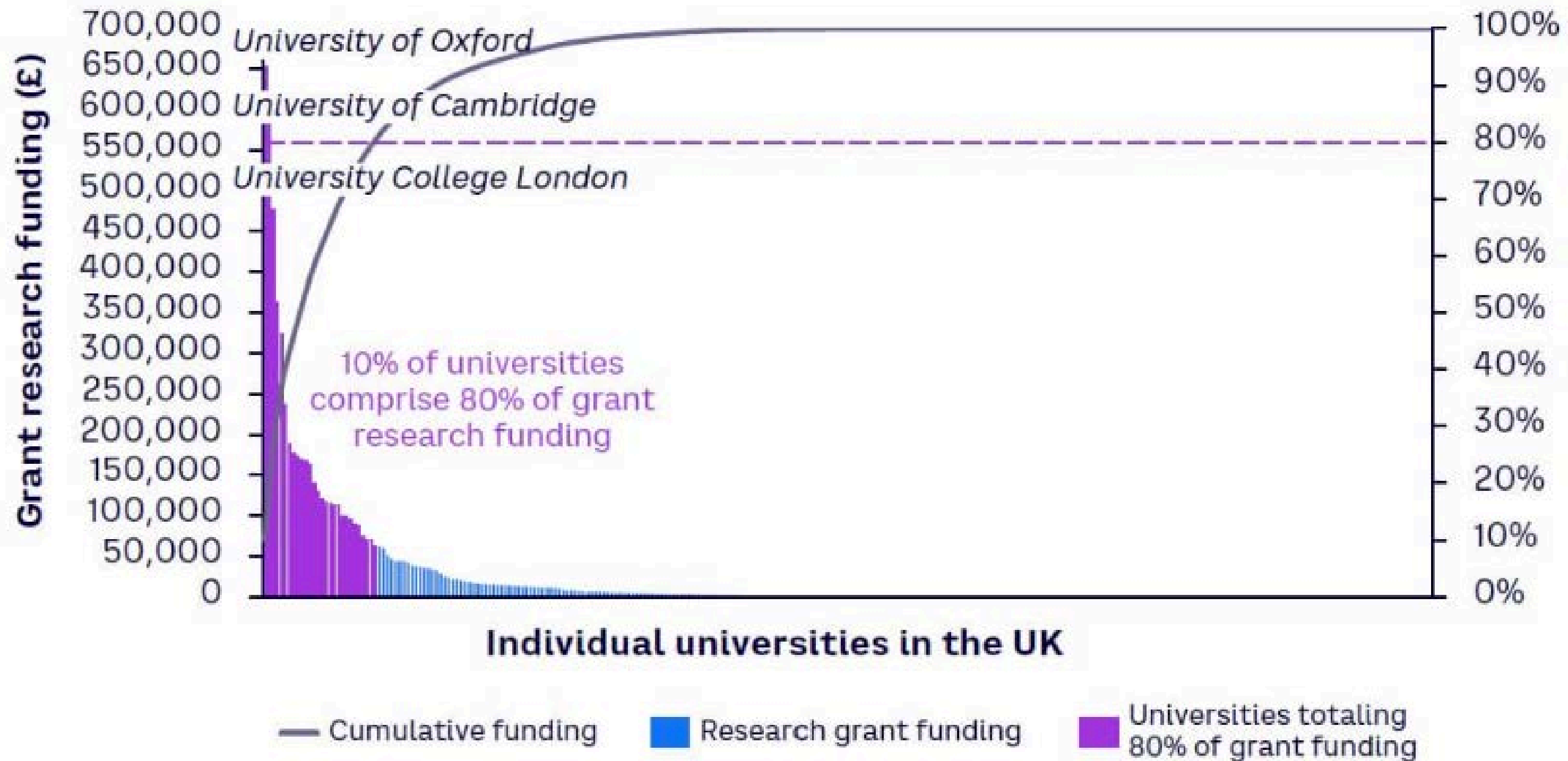








Figure 3. Grant research funding for higher education, UK



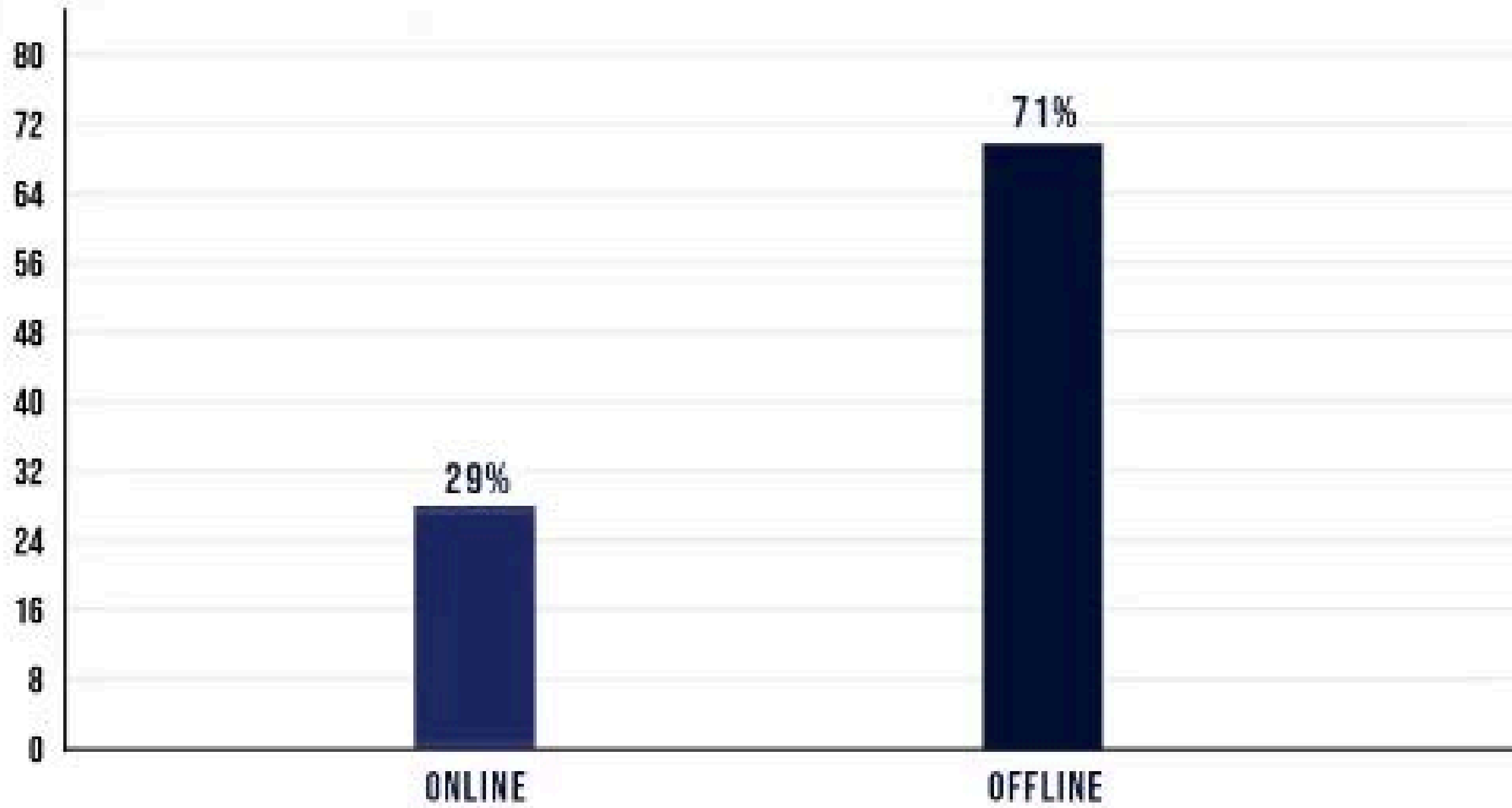
Source: Arthur D. Little, UK research councils



# Zmiany technologiczne

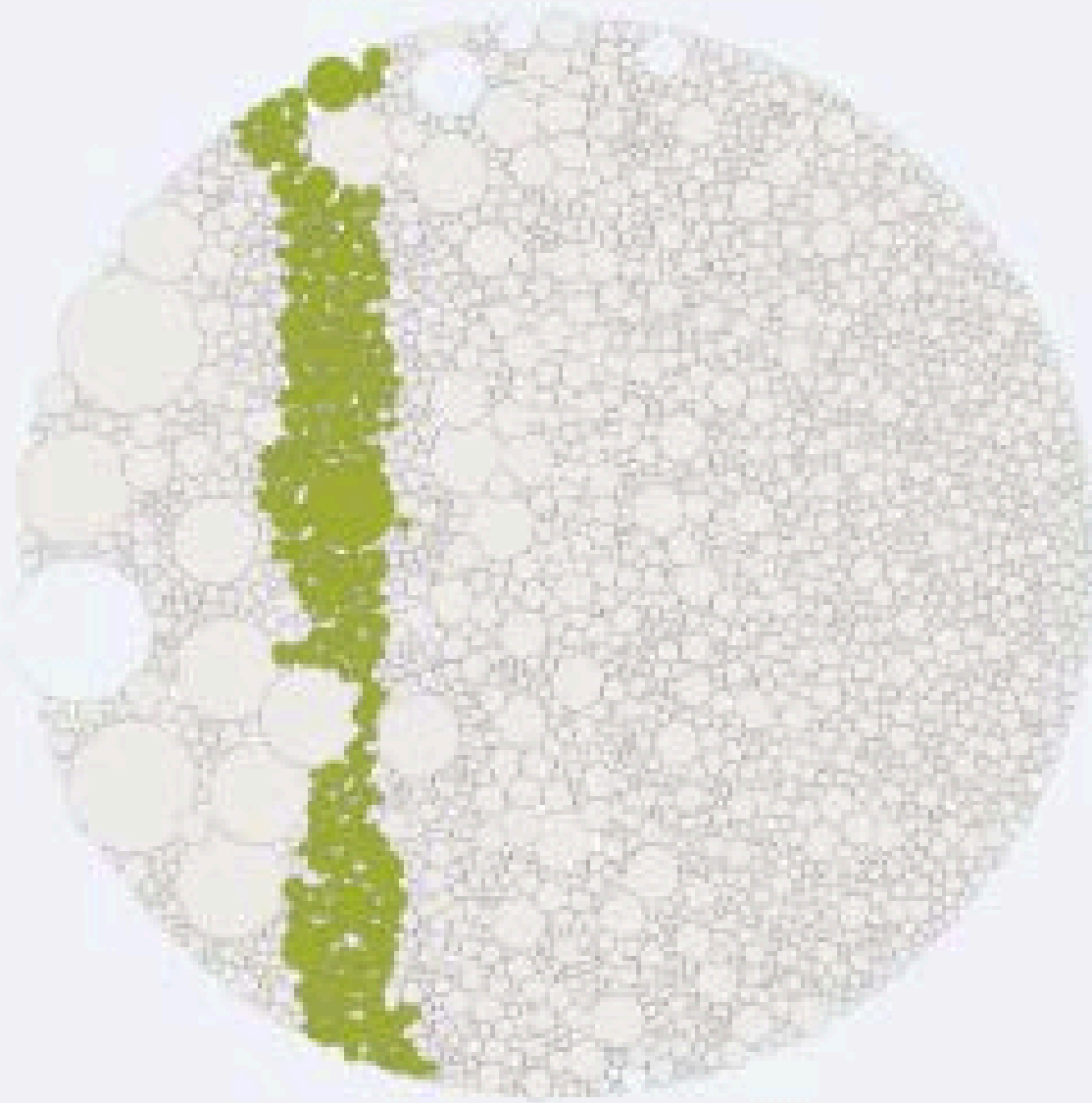


## HIGHER EDUCATION MARKET SHARE, BY LEARNING MODE, 2023 (%)



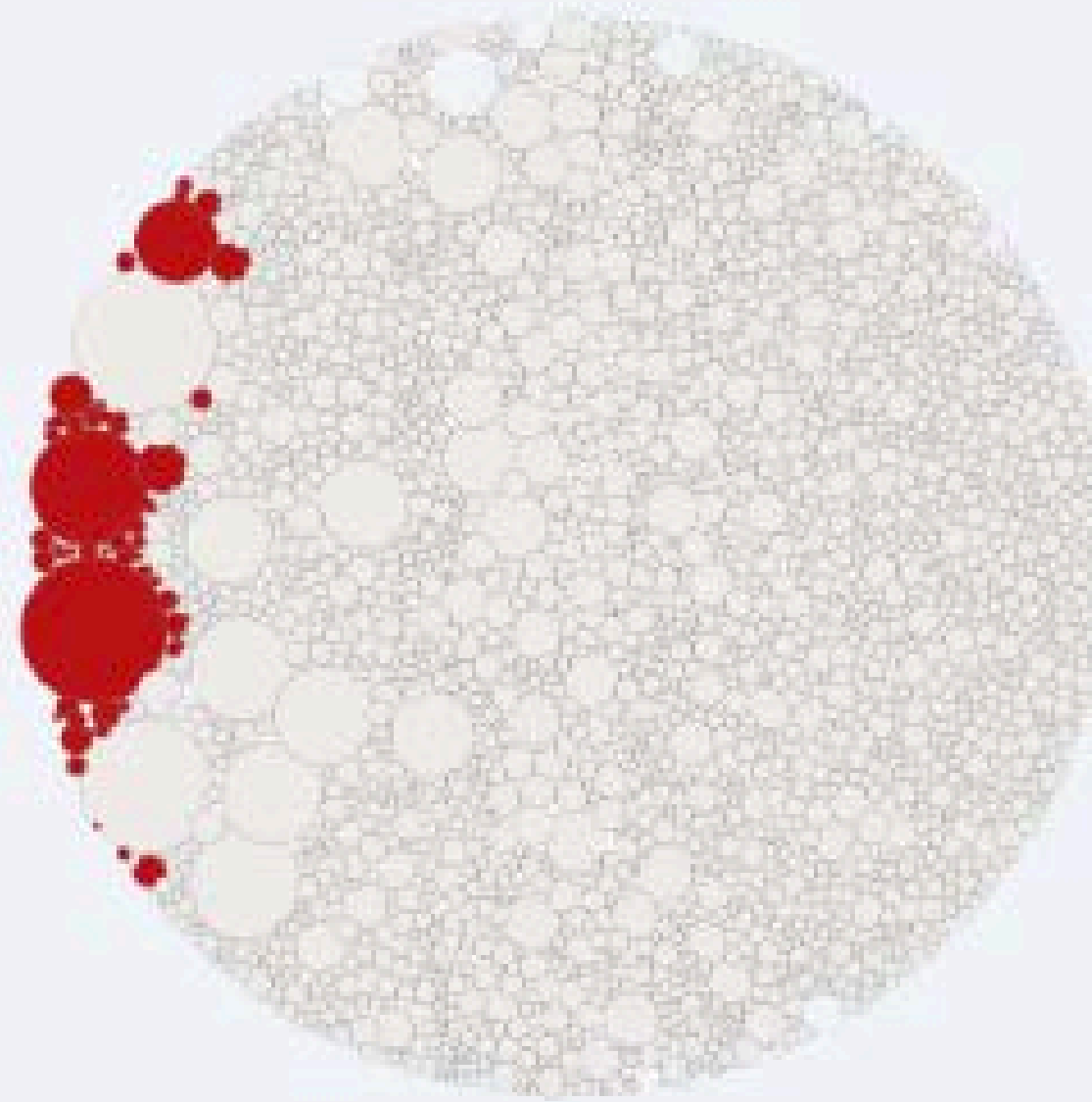
Source: <https://www.precedenceresearch.com/higher-education-market>





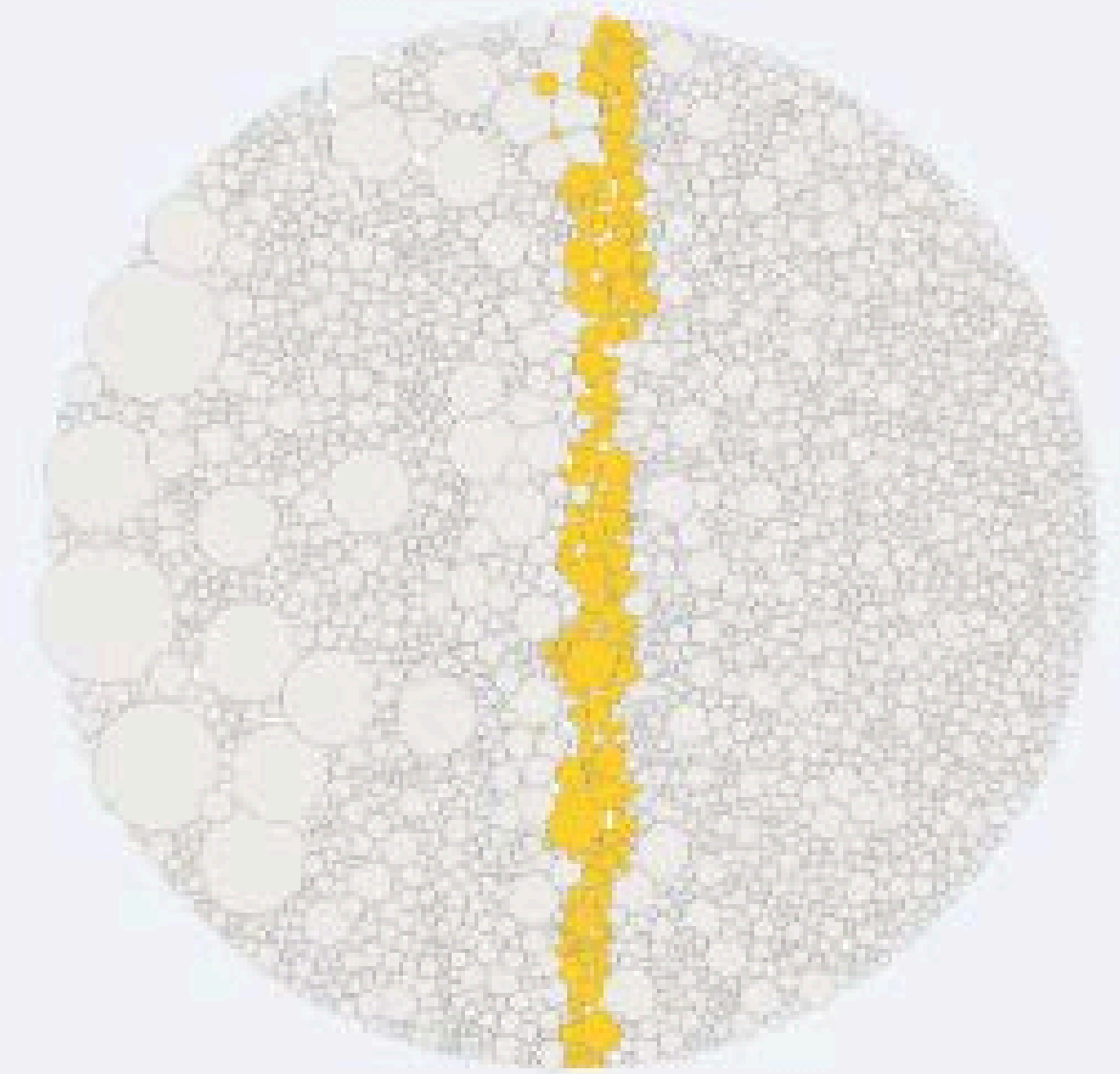
**California**

9.73% of national 'online only'  
enrolments



**Arizona**

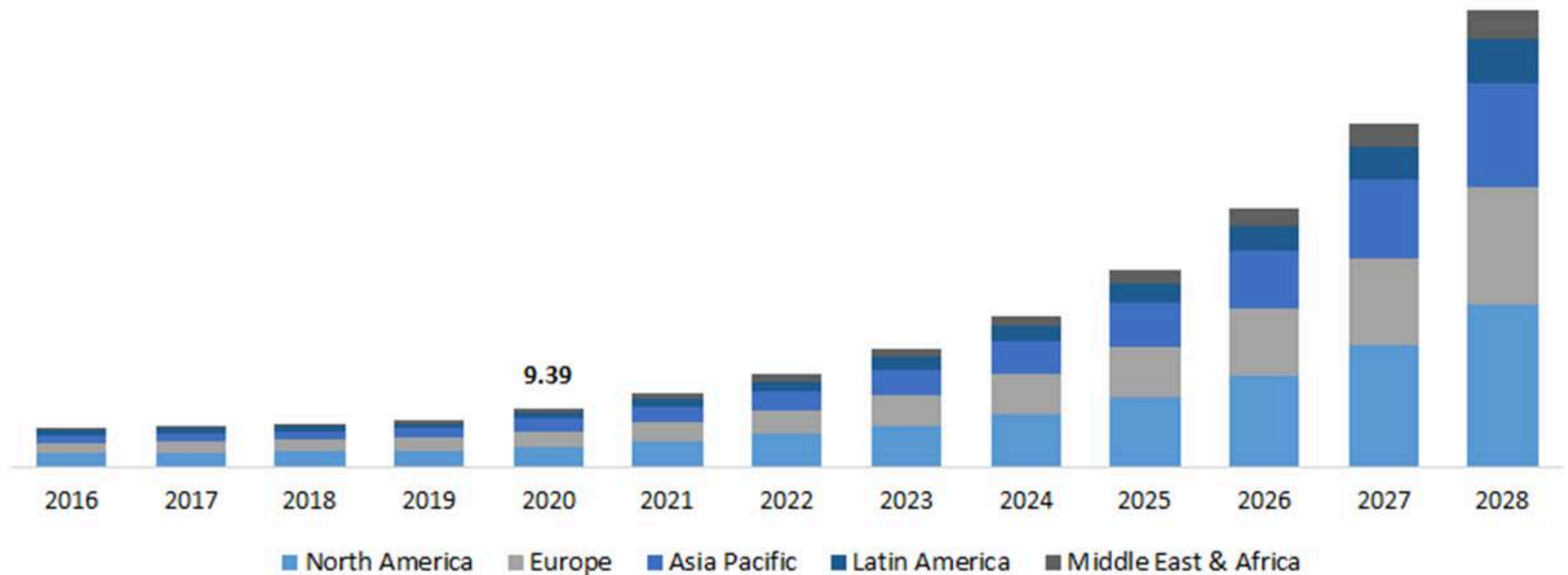
8.13% of national 'online only'  
enrolments



**Texas**

7.02% of national 'online only'  
enrolments

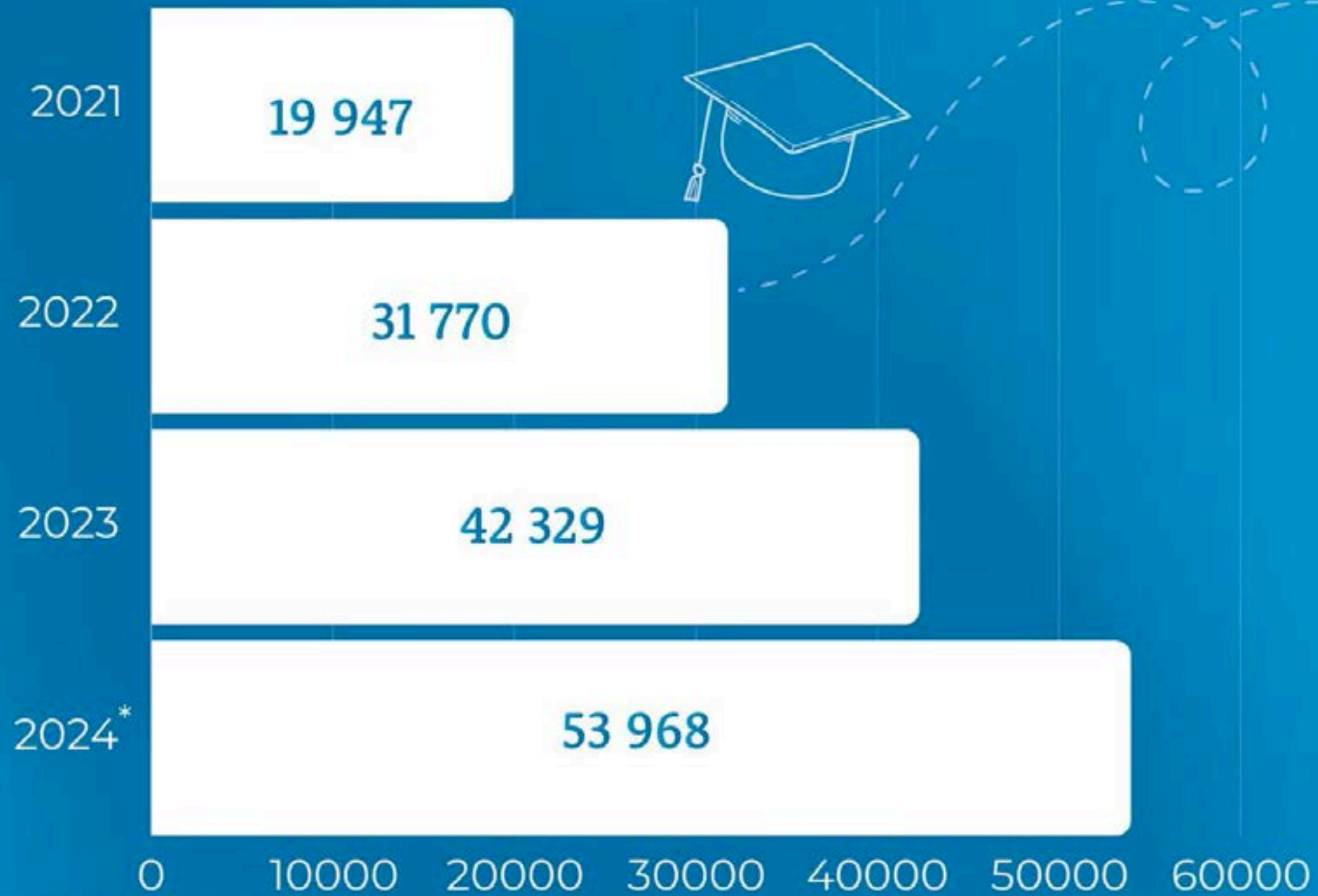
## Digital education market size by region, 2016-2028 (USD Billion)



Źródło: Polaris Market Research Analysis



## Liczba uczniów w edukacji domowej



\* dane ze stycznia 2024  
źródło: Fundacja Edukacji Domowej





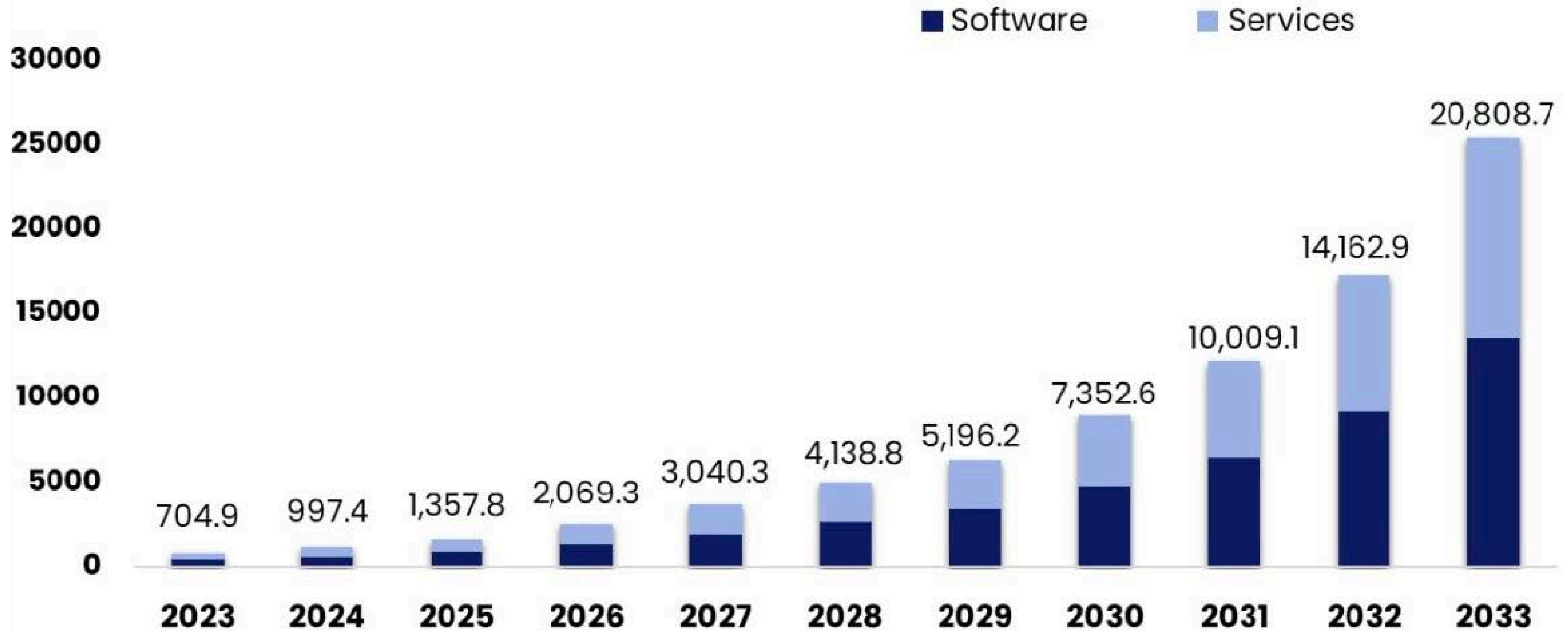
# AI

ARTIFICIAL INTELLIGENCE



# Generative AI In Teaching Market

Size By Component, 2023-2033 (USD Million)



The Market will Grow  
At the CAGR of:

**41.5%**

The forecasted market  
size for 2033 in USD

**\$ 20,808.7M**



**MarketResearch**.biz  
WIDE RANGE OF GLOBAL MARKET REPORTS



# Promotor sprawdzi, **czy pracę napisała SI**

Nowa funkcja JSA



Zadanie jest finansowane ze środków Ministra Nauki







# OpenAI launches ChatGPT Edu

A stylized world map composed of a grid of blue and red dots, representing data points or network connections. The map is centered on the Atlantic Ocean and is overlaid on a dark background with a faint hexagonal grid pattern.

ChatGPT





# Personalizacja edukacji

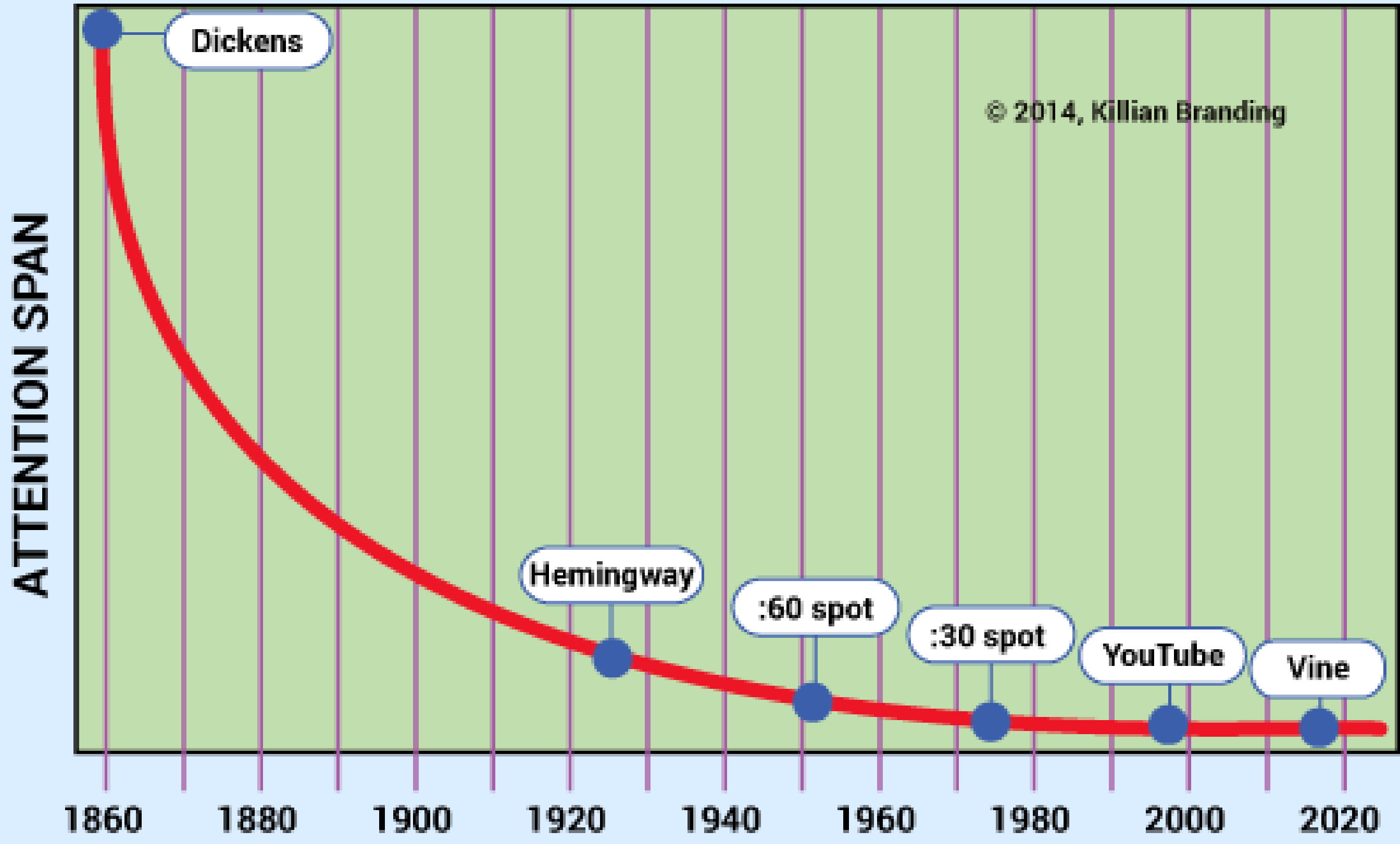


# Zmiany społeczne



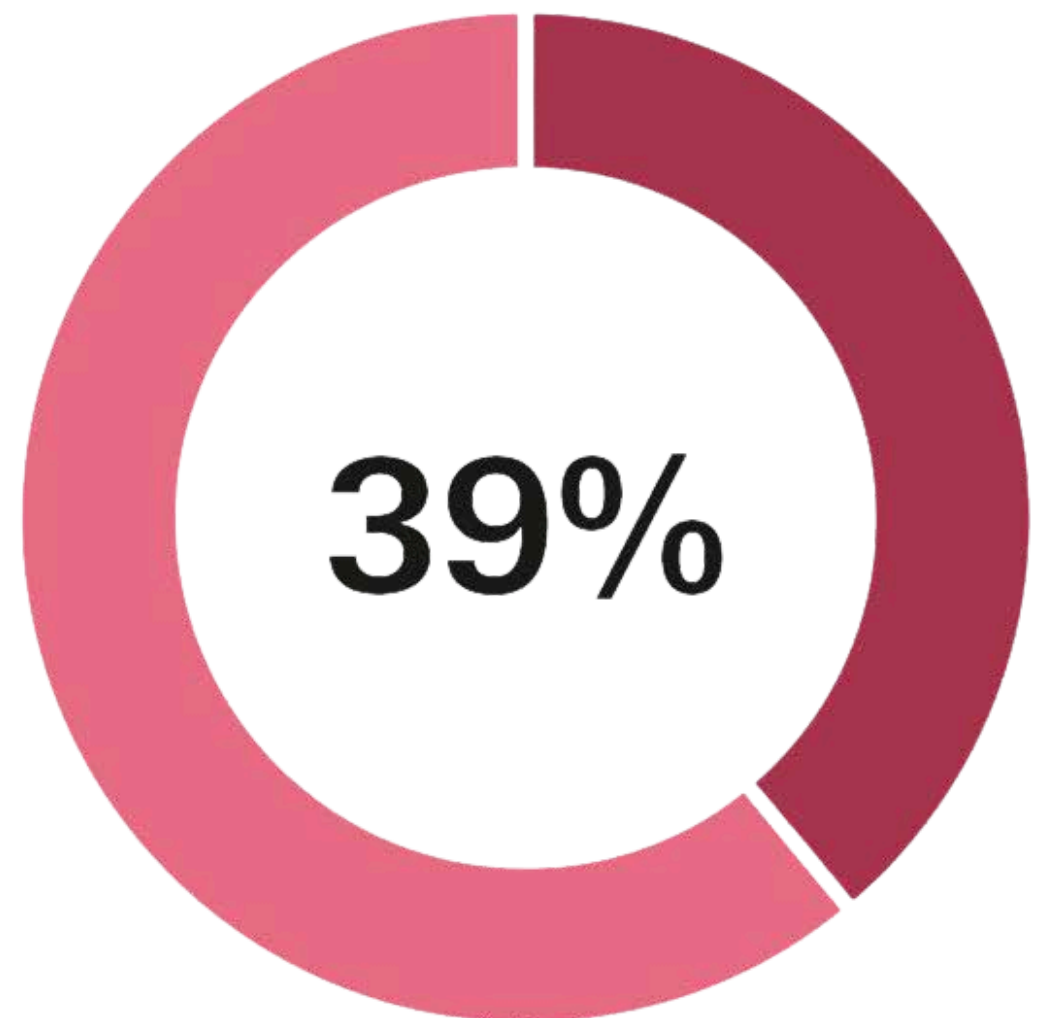












**Tylko 39% Gen Z uważa,  
że edukacja formalna jest ważna**



**Czego szukają kandydaci?**

# What's your first priority when considering a college or university?







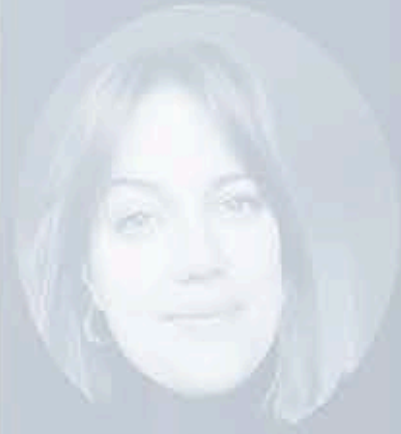
GERRIT BRUNO BLOSS  
Study.eu



KAMILA SZALAST  
Lancaster University Leipzig



EDYTA LACHOWICZ-SANTOS  
EAIE



ANDREA ZESTIC  
TU Berlin  
ENHANCE Alliance











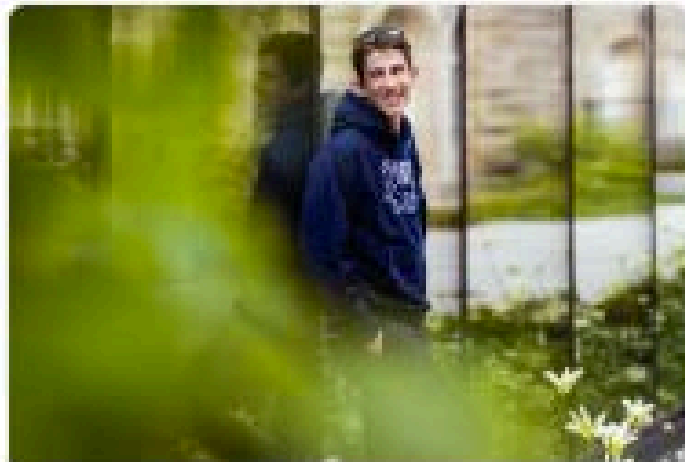
Piotr Płatkowski,  
Analityka  
gospodarcza



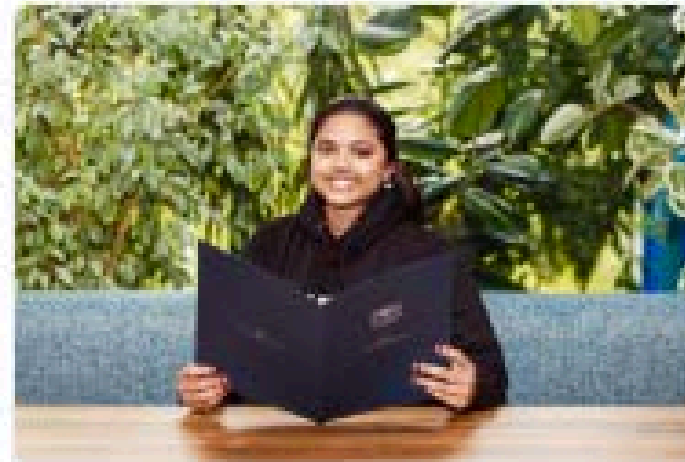
Natalia Kosińska,  
Zarządzanie



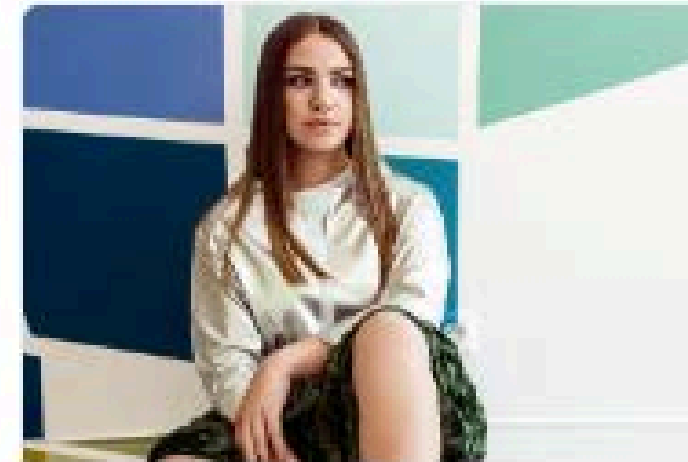
Martyna  
Gonsiorowska,  
Zarządzanie w jęz.  
angielskim



Michał Boszke,  
Zarządzanie  
inżynierskie



Shraddha Tandel,  
International  
Management



Dominika  
Cisłowska,  
Zarządzanie  
inżynierskie



Mcdonaldyzacja — Termin George'a Ritzera z 1993 roku

Źródło: Wojciech Welskop, Makdonaldyzacja polskiego systemu edukacyjnego







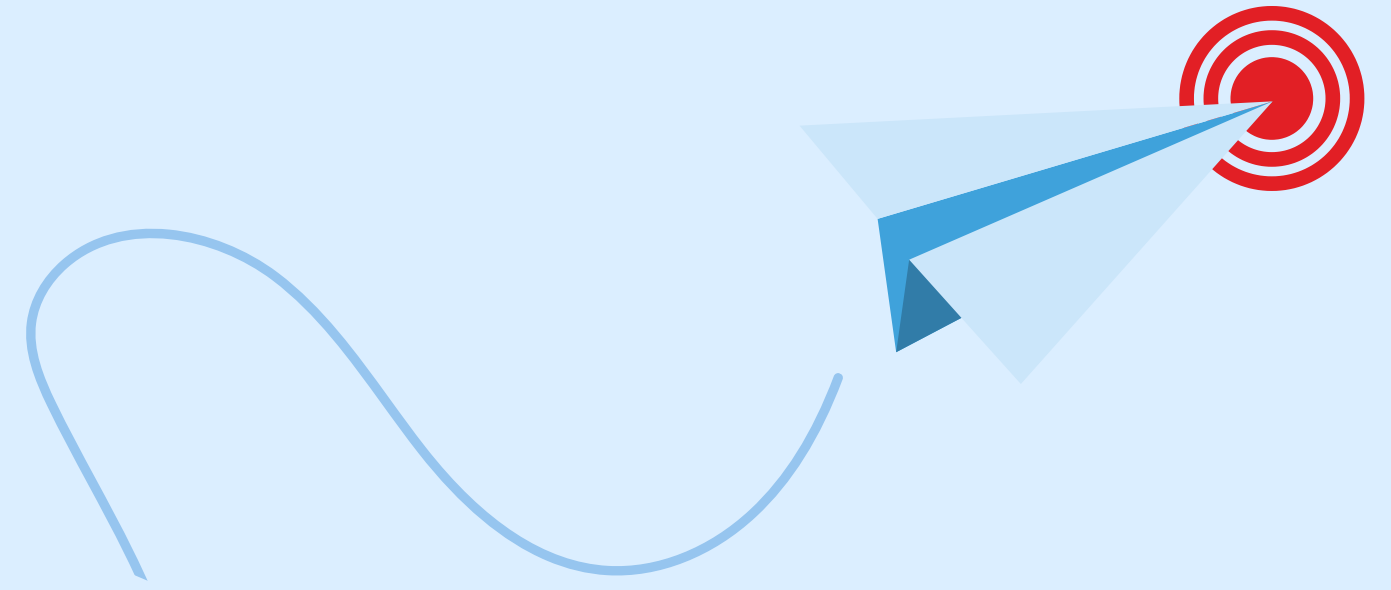












**Dziękuję za uwagę**

