

## IC reporting methodology in Greece

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# Introduction 1

- Universities establish strategic plans to achieve their goals. However, these plans may not be successful if the needed resources are not available. Arguably, the most valuable resources in any university are the expertise of its faculty and staff; its intellectual capital.



# IC

- Intellectual capital (IC) shows a significant growing acceptance as a worthy topic of academic investigation and practical implication.



# Elements of IC

- The four elements of intellectual capital:
  - 1.human capital
  - 2.customer capital
  - 3.structural capital
  - 4.innovation capital



# IC in University today

- 27% of new subjects and topics since mid 1990
- Researches found 5 disruptive forces that will change Higher Education for ever



# The Completion

- Low completion rates
- More skilled jobs
- Flat attainments



# Demographics

- More diversity
- Less prepared students
- The swirl



# Sea of red ink

- Institutional Debts
- State role in Higher Education
- Family ability to pay





# Improved Alternatives

- Next generation of learners
- Flipped classrooms
- The great unbundling



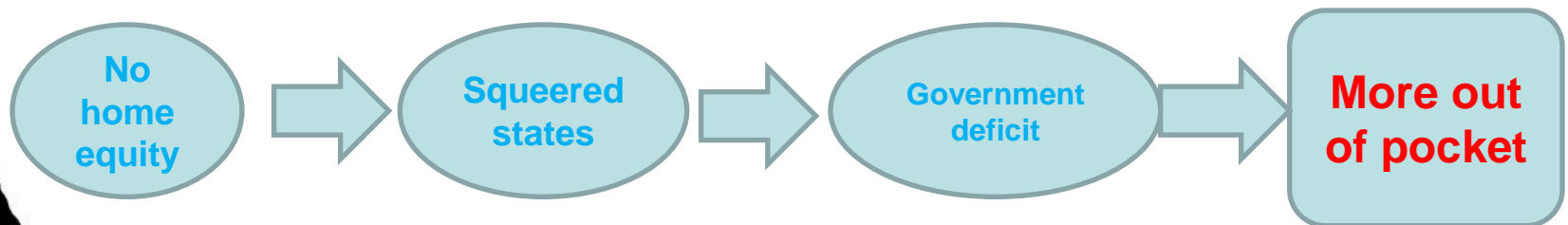
# Value

- What am I learning?
- Will I get a job?
- Make enough to pay debts



# Results (1)

- Based on trends, fiscal support from State to Universities will reach 0 % by 2020 if not earlier



# Example question

- Rate the job the Higher Education system is doing by providing value for the value spend.
- 57 % fair/poor → public
- 76 % excellent/good → college CEO's



# Why is that?

- Skepticism of anything new
- Unwilling to hear opposing view points




The role of Internet/Internet based education

# Coming Disruption

- Most at Risk

1. Commodity courses

2. The credential



The bundled one-size-fits-all experience

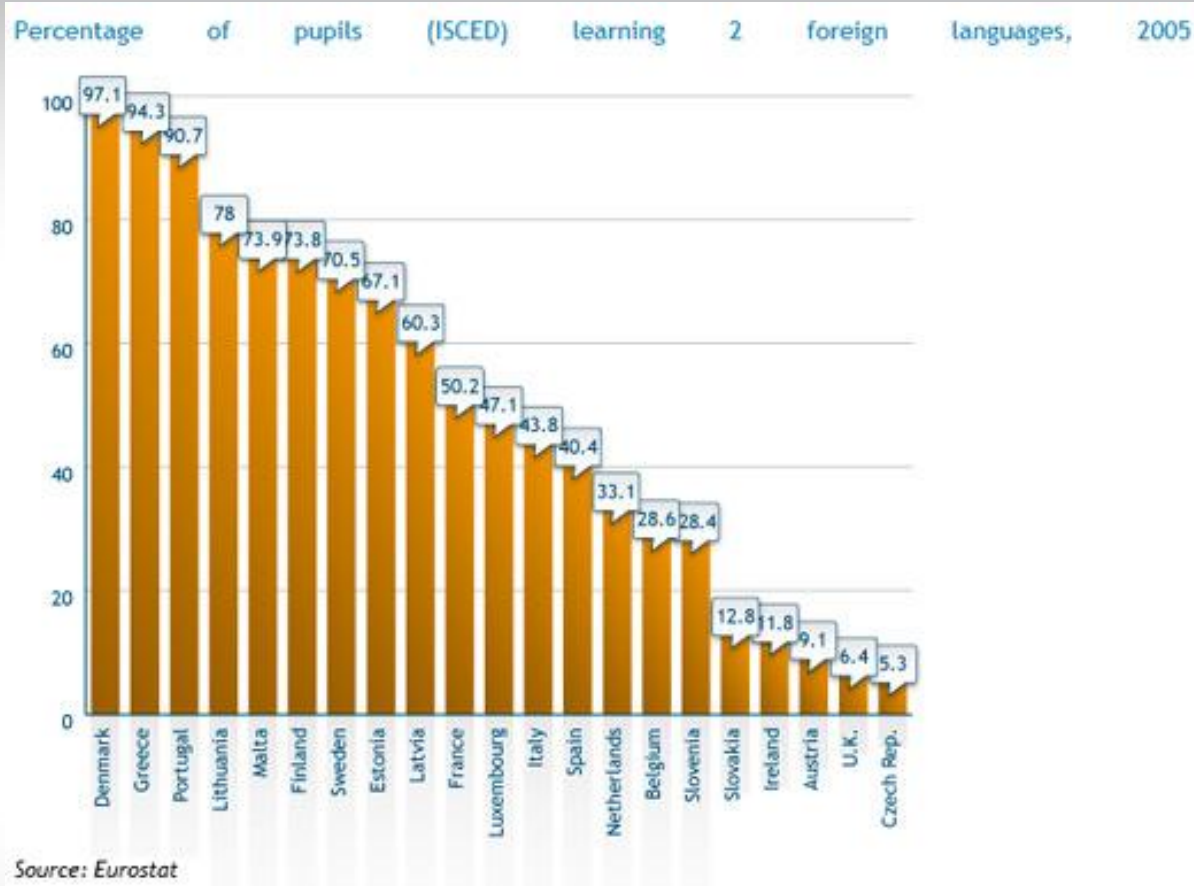
- Least at Risk

1. Maturing students

2. Research

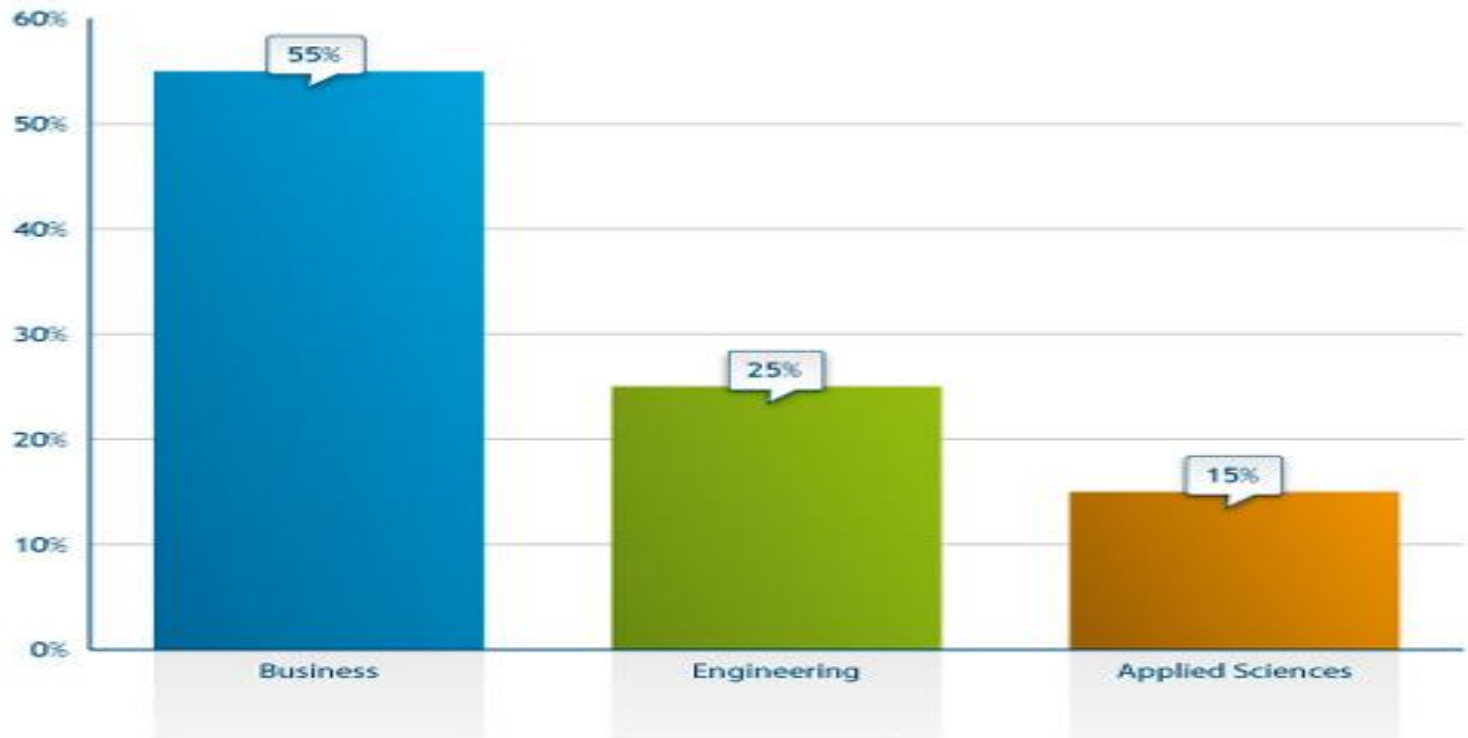
3. The student/prof relationship

# Tables – Diagrams 1



# Tables – Diagrams 2

University Education of Greek Manager



Source: EASE and INSEAD study on "Greek Management"





# Thank you

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