
Commercialization of Educational System in a Dwindling Economy: Positive and Negative Impact

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Abstract

The commercialization of education has affected the educational system in one form or the other. The interest of the youth and the kind of education that develops his/her full potential and wholesome personality is sidelined. This paper is an attempt to focus on the positive and negative impact of commercialization on education system. The paper recommends amongst others that there should be no reduction in Government funding, production of Higher Education by private players both "for profit" and "non profit" should be well monitored etc. The Impact of this Commercialisation of Education on students is that it does not only affect the quality of education but also the perception of educational institution in general.

Keywords: Commercialisations, Education, privatization.

The paradigm shift on education from service to business is a growing concern today. The term education has been defined as the process of developing and training the powers and capabilities of human beings. Thus there is a sale of services or profit motive behind imparting of education or funds that come mainly from the receivers of education. We can easily say that there is commercialization of education.

The commercialization of education has been fairly a recent trend in Nigeria that stems from the educational reform in the country over the last two decades. It mainly materializes itself in mushrooming private schools, public schools and private universities and at the high education level. In a sense; it has added a financial element to the qualification of attending private schools and public and private universities. Undoubtedly, it affects million families. As a result, it also changes the traditional concepts of education in the society including the student teacher relationship,

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education and attitude towards gaining knowledge. Education was something that was always driven by thought in the former days.

Definition of Commercialization of Education

Commercialization of Education may be liberally defined as a process of private ownership and management of educational institutions whereby investments are made with the motive of earning profits. Generally commercialization is a process by which a new product or service is introduced into the general market. Commercialization of education is the trend of decreasing emphasis on the humanities and increasing attention to the demand of the students. It is a tendency which gives emphasis to make education profitable as well as business oriented. On the other way, commercialization of education means that schools are competing more than ever for whole than provide quality education at a reasonable price. Like any other market, this healthy competition will benefit the buyer or in this case the student. The enmeshing of private schools, public schools and the costs associated with each means that students of all steps of life will start attending both forms of education. Commercialized education means that students are paying more for education than the government invests. It is obvious that the direction of education will lie more in the hands of students and teachers.

Methodology

The methodology of the paper is analytical and descriptive. The source of data in this paper is secondary data. They are collated from various books, journals, magazines, newspaper, internet sites etc. Due to the rapid development of science and technology in the internet, the education system is becoming more and more private and commercial and it both has the positive and negative impact. The positive and negative impact on commercialization of education is discussed below:

Positive Impact of Commercialization of Education

Commercialization has a positive impact on education. Some of the important aspects are as follows:

1. **Employment opportunity:** Commercialization of education provides employment opportunity. It provides job opportunity as well as hundred percent job guarantees to the students. Many private institutions offer various job oriented courses, various degrees, diplomas, certificate course etc. which help the students to engage in job. Due to the presence of commercialization of education various organization such as GATS (General Agreement on Trade in services), the students get the opportunity to do professional courses at the local branch Campuses of foreign institutions. Like that of the teachers, lecturers also engaged in the job in foreign countries. This also reduces the unemployment problem of the country.

2. **Economic development:** Commercialization of education helps in the process of economic development. Commercialization of education helps in increasing the rate of literacy, Gross Domestic Product, Gross national Income, per capital income and provides job opportunities etc. Which is the major indicator of economic development of a country. This indicator also helps in human resource development. So commercialization of education contributes to the economic development of a country.

3. **Global challenges:** Commercialization of education enable students to face the global challenges of the world. The global challenges are as modernization, industrialization, privatization, globalization, information and communication Technology, Emergence of International knowledge Network, Role of English language etc. Commercialization of education helps students in acquiring appropriate knowledge about the advantages in technology. Emergence of International knowledge Network, Role of English language etc. Commercialization of education helps students in acquiring appropriate knowledge about the advantages in technology, the challenges, how to adopt it, how to help etc. and it also provides demand for training that can be applied in the real word. For this number of institutions of education system, commercialization transformed its structures and curriculum to meet the new global challenges.

4. **Personality development:** Commercialization of education helps in developing the students' morally, physically, socially, academically, integrity, self confidence in examination and societal adjustment.

5. **Quality of education:** Commercialization of education lays emphasis on quality education. The concept of quality education is broader term which indicates the quality of the learner, quality of the learning environment, quality content, quality process and quality outcomes. The commercialization of education makes efforts to provide quality education to the students and also offer more demanding courses in the modern society. Generally every parent wants their children to have the quality education which helps them in their future life as well in the development of the society. A person with good education becomes a more dependable worker, better citizen and strong consumer.

6. **Increased Private Institutions:** Due to the presence of commercialization of education, the numbers of private institutions were increased in various regions. The various private institutions provide technical, medical, professional courses for the benefit of the students, along with proper infrastructural facilities to face challenges of international academic competition platform. Commercialization of education helps in this process of easy admission to students who are denied entry to public institutions.

7. **Social development:** Commercialization of education lays emphasis on social development. For the development of the nation, social development is very necessary. In the private institution, students are taught various culture, interaction, norms, social customs etc. There is provision of appropriate opportunity to establish a relationship with the culture, traditions, norms etc. of the society. Commercialization of education helps in the social development of the student to enable them fit into the needs of the society.

8. **Fulfillment of expectation of parents:** Commercialization of education helps in fulfillment of expectation of parents by providing education in the private institutions. Every parent tries their level best to provide quality education to his ward and to fulfill their dreams, they spend a lump sum amount of money so that their ward is able to study in the best educational institution. This institution makes efforts to fulfill the dreams of the student. The education institutions, coaching centers etc. make a new educational industry, for completion of the various courses, the students engaged in. They provide competitive environment to the students so that they can get achievement. When parents take their children for admission in private institution, they are sure of the future because of their confidence in a well organized environment for effective teaching/learning.

9. **Development of professional efficiency of teachers:** Commercialization of education helps give attention to the development of professional efficiency of teachers. In the private institutions they appointed highly qualified teachers, smart teachers, and also provide proper training to the teachers for their professional development. The commercialized institution provides opportunity for students to develop their professional efficiency through seminars, workshop, study circle, conference etc.

10. **Professional and vocational development of learners:** Commercialization of education engages students in various vocational skills as embedded in the school curriculum. The advertisement made by the school and colleges such as coaching, diploma, provides opportunity to develop students' academic career.

Negative Impact of Commercialization of Education

Commercialization of education also has some demerits. Some of the important points are as follows:

1. **More emphasis on marks:** Commercialization of education gives more emphasis on marks which does not fulfill all round development of students. In some private institutions, students are awarded marks to encourage parents in payment of their school fees.

2. **Unable to maintain the principle of quality:** Commercialization of education is unable to maintain the principle of equality. In the society there are three types of

people. They are: upper class people, middle class people and lower people. For the impact of commercialization of education system the poor people as well as the weaker section of the society are not able to get education, due to high rate of fees in admitting the students.

3. **Profit oriented:** Commercialization of education always lay emphasis on profit. Education becomes a business for profit. In many such commercialized institution, fast food canteen, cafeteria, cybercafé etc with exorbitant prizes are available in the campus at the expense of the students.

4. **Cost:** The impact of commercialization in education makes education very costly. In the private institutions the admission fees, development fees, school fees etc. are very high which made it impossible for some parents to send their children to that type of institution.

5. **Materialistic outlook:** Commercialization of education develops the materialistic outlook among the students. This type of education cannot help the student to develop the democratize attitude towards the people, towards the society and the nations. The students are only busy with themselves and forget the duties of the citizenship and it produces a narrow outlook or narrow attitude among the students.

6. **Over burden of teachers:** The impact of commercialization on education are also related with the over burden of the teachers. In the private institutions, because of commercial benefit, the pressures on the teachers are stressful. They are bound to do the activities provided by the authority with minimal income.

7. **Mechanical process:** Commercialization of education in the private sector makes the education process as mechanical. It does not follow the psychological principle. The children are given over burden curriculum. The teachers were engaged at all levels, they teach all classes, including remedial class, tutorial class, group discussions, seminars etc. which decreased the attention and motivation of students towards learning. This institution wants to make the student good in all subjects' areas in a short period of time, so that they can maintain their standards. The teachers as well as the students are affected from this mechanical process.

8. **Poor service condition of teachers:** Commercialization of education only gives attention to students than teachers. They provide less salary to the teachers who are over burden with work. They hardly provide quarters, proper facility, proper transport, water facility etc. to their teachers, thereby making the conditions of the teachers to become very poor.

9. **Over burden curriculum:** Due to the impact of commercialization of education, Private Institutions becomes a business enterprise. The curriculum of the institution is very wide spread. It includes various additional subjects in general curriculum. The small children are suffering from it. The books provided by the institutions are very expensive especially in the lower stage, which are not psychologically effective. The students were given daily home work and practical work on each subject which are burden to the students.

Conclusion

From the above discussion it is clear that commercialization has both the positive and negative impact on education. Without privatization, commercialization can't take place. Education is to bring out the potential in a learner by providing the learner with the most congenial physical and social environment to help him realize his fullest potential. Education on the other hand is an industry and its commercialization is here to stay. At the end we can say that for these people education has today become an option to make money than providing quality education to students. But due to the presence of this tendency it is helpful for the government for reducing their work burden and for the students to cope with the modern society.

In the end we can decide that the development of any nation depends mainly on the standards of its educational system. Education is the most powerful and effective instrument for including radical changes in the behavior of students. It is a powerful instrument of nation's social economic and cultural development. Thus, each country should decide what can be constructively introduced in their socio-economic and educational system.

Recommendation

Based on the above, the following recommendations are made:

1. There should be no reduction in Government funding of schools;
2. There should be Proper monitoring of the Aims/Objectives of Private Institutions;
3. The role of the state in higher education has to be redefined and
4. There is need for careful planning, enhanced financing and evolving an enabling policy framework to make education accessible, equitable and qualitative.
5. There is need for government intervention in correcting systematic anomalies for profitization of private higher education.

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