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“Higher Education: The Customer Is Always Right”

Introduction

 One of the major issues that is being witnessed these days is that how the perception of the higher education and the quality of the education has changed with the passage of time. What is happening is that as the students are supposed to make sure that they are paying more for the college education, the problem is that how the universities and the educational institutes might start to exploit this notion. The problem is that when the educational institutes are going to treat students as a consumer. And when that ideology creeps In, the problem that appears is that how there is a need to make sure that the satisfaction is being showed in terms of the purchased product. In this paper, it would be seen that how the customer is always right mentality is bound to have repercussions in terms of the way education system is supposed to work out.

Discussion

 Most of the times, when one talks about the education system, it is better to assume that the market is not going to work in terms of how the free market principles are supposed to operate. The idea is that how the higher education and customer satisfaction are going to be key barometers when it comes to the way quality of the education is supposed to be evaluated. The education system should always be free of this mentality in terms of the way that how the supply and demand for the education is supposed to be working out. The problem with the education system these days is that how the student satisfaction is being used as a key to make sure that the evaluation of the student satisfaction is being made at the given point of time.

 The major problem that one gets to see in the education system of the United Kingdom at the moment is that that how the level of the satisfaction of the students is being used done with the help of the different matrices. The underlying purpose of these matrices is to make sure that there should be an underlying understanding in terms of how the overall key decision making is going to be done in the education sector. Most of the times, it is important to have an insight about the fact that when the students are going to be totally made the part of the quality side of the prospect, the evaluation in this case is going to turn out skewed most of the times. Thus, there is a need to make sure that the sustained effort is carried out with regards to making sure that how the overall level of decision-making is being done at the given point of time. This is an important part of how the decision making should be done at the level of the educational institutes. Changed funding arrangements and views of education have resulted in a re-prioritization of activities and practices in Australian universities. While considerable research attention has been given to the consequences of these changes for university policies and the activities of academic staff, less attention has been given to how students perceive these changes. In this paper, undergraduate students’ experience of the commodification of higher education sector are explored. The evidence suggests that the changed context is beginning to affect how students perceive university priorities and their effects on teaching and learning.

 The problem is much more compounded when one talks about the educations system of the United States. There are underlying concerns about how the student power is going to turn out in different sectors. For instance, in terms of the employment, and the way adjustment is supposed to be brought into the workforce, the key factor that has to be kept in mind is that what are going to be some of the future implications of the way adjustment is going to be seen in terms of the way student power is going to be reflected in the workforce. There is a need to make sure that some sort of insight is developed in this regard. The idea is to make sure that the hiring and the promotion decisions are needed to be taken in a manner that allows much greater subjectivity in terms of the analysis at the given point of time. The routine matrices and the way they are being designed all the time are some of the greatest factors as far as the way major decision-making terms are needed to be worked at the given point of time. What is needed at the moment is to make sure that the much greater effort is going to be put in terms of how neutrality is going to work out in terms of the way job market is supposed to be reformed.

Conclusion

 In the hindsight, the role of the faculty members is quite important in this regard. The idea is to make sure that what are some of the thing that are needed to be done at the broader level to make sure that the better results are achieved in terms of not only making sure that the student satisfaction is achieved, but also to ensure that how the emotional evaluations are being ruled out during the course of the evaluation process. The other thing that is very important during the course of the given process is to make sure that the how much the role of college is going to change in the given equation at that point of time.

# Works Cited

Owen, Stephanie, and Isabel Sawhill. Should everyone go to college?. Brookings Institution, Center on Children and Families, 2013.