

OSKA meta-analysis of business education

Key findings

Even though the number of business graduates has decreased since the 2000's, there are still more students enrolled in business programmes than there are jobs for them in the future

- The ratio between future job opportunities and the number of graduates in business and management has shifted closer to the balance in the last years.
 - Taking into consideration the future needs of labour market, it is sufficient if about 10% of the students starting bachelor's or professional higher education studies choose business and management or economics.
 - 20 years ago, a quarter of students chose business studies. Over the last few years, it is 16-18%.
- There are not enough people studying to become economic and business analysts and international sales, purchasing and supply chain specialists and managers.
- Because most international students do not reside in Estonia for work, a large share of them studying in specific fields where there is a lack of employees, e.g. in mathematical economics, might become a problem.
 - The largest amount - 38% of international students studying in Estonia are enrolled in business programmes.
 - In the academic year of 2019/2020, 21% of all students enrolled in business programmes were international students.
 - In the last 10 years, the percentage of international students applying to business master's programmes has increased from 3% to 33%.

The importance of business and economic education as the so-called second education has increased among people already working

- Usually, higher education in the field and sufficient work experience are needed to become a manager. Managerial skills can be advanced in continuing education courses and master's and VET studies in business and management.
- The knowledge and skills of economics, entrepreneurship, business and finance are increasingly needed in different occupations.
- VET studies in business and management have become more popular among adults over the last decade.
 - Almost 2/3 of the students enrolled in business VET programmes are over 25 years old.
- When comparing the continuing education courses, management and administration trainings are the most popular in terms of the number of participants.
- In the situation where higher education is not funded enough by the government, the state-funded study places in business might be replaced with tuition fee at master's level.

- When in the academic year of 2006/2007, 87% of business students paid tuition fee, then in 2019/2020 it was 41%.

Business and administration studies should be more flexible and more programmes linking different fields should be offered

- There is a lack of specific business and economic skills in the labour market, e.g. data analysis, economic, finance and business analysis, international sales, purchasing and supply chain management or accounting system development skills.
- There is a need for more interdisciplinary curricula in business and administration and economic studies.
 - One of the most important trends is the development of digitization and the economics of data, which increases the demand for curricula that connect topics of entrepreneurship and technology.
- In contrast to the classic formal education programme design, adult learners would prefer to obtain new skills and business knowledge over a longer period divided into shorter topic-centered learning modules.

Background

- The meta-analysis of business education gives an overview of the VET and higher education and continuing education in business, management and economics and how it meets the labour force and skills demand in Estonia.
- The study analyses economics, accounting and taxation, finance, banking and insurance, management and administration, marketing and advertising, secretarial and office work, wholesale and retail, and other business and administration study programme groups.
 - In the academic year of 2019/2020, business studies were offered by nine higher education institutions on 61 programmes and in 11 VET institution on 25 programmes.
 - The most programmes are offered by Tallinn Economics School (16 programmes) and Tallinn University of Technology (15 programmes).
- The meta-analysis of business education relies partially on the previous OSKA studies of labour force and skills anticipation and their results.
- The OSKA forecasting system produces projections of the need for labour force and skills in all fields of the Estonian economy by the end of 2020 and compares these to the education and training offered by higher education institutions, VET institutions and continuing education courses.
- OSKA studies of the labour force and skills demand help to make smarter career choices and shape the employment and education policies with a view to the future.
- OSKA studies are conducted by the Estonian Qualifications Authority (*Kutsekoda*) and funded by the European Social Fund.