

1 Building a career

▶ getting a degree: who should pay?

▶ higher education



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Internet research

Search for the keywords *world's best universities* and *best business schools*. Choose the institution you would most like to attend. Hold a class opinion poll to find the most popular choices.

1.1 About business The education business

Discussion

1 In small groups, discuss the questions below.

- 1 What difference does a degree make to your career and your earning potential?
- 2 How much does a degree course cost in your country?
- 3 How much does it cost a university to provide a degree course?
- 4 Who should pay for higher education?
- 5 Should students from richer families pay more than those from poorer ones?
- 6 How can universities persuade students to pay higher fees?

Scan reading

2 Read *What price a degree?* opposite and identify which points in Exercise 1 are discussed.

Reading for detail

3 Read the article again and choose the best answer to each question.

- 1 Which education policies have caused unrest across the world?
 - a) wider access
 - b) lower subsidies
 - c) wider access and lower subsidies
- 2 How much does the UK government contribute towards the cost of a degree?
 - a) around £100,000
 - b) between £50,000 and £100,000
 - c) less than £50,000
- 3 How do scholarships appear to favour students from wealthy families?
 - a) they are better prepared
 - b) they have equal opportunities
 - c) they can pay for awards
- 4 What evidence suggests that the social benefits of education do not justify their cost?
 - a) taxpayers have other resources
 - b) taxpayers have other agendas
 - c) taxpayers have other benefits
- 5 Why might universities show a preference for foreign students?
 - a) they accept larger classes
 - b) they exclude deserving locals
 - c) they accept higher fees
- 6 Why don't private business schools need to increase class sizes or cut faculty pay?
 - a) they can justify higher fees
 - b) they have no subsidies
 - c) they have resisted increases

Listening and discussion

4 1:01–1:04 Listen to four students reacting to the article. Match each speaker 1–4 with the correct summary a–d.

- a) Education should be for all.
- b) Universities are obsolete.
- c) Let market forces decide.
- d) Reserve universities for the elite.

5 Discuss your own reactions to the article and your opinions on elitism in education.