

The times have changed and our good old classical higher education is continuously being threatened by globalism and the growing demands of the global firms. Most of the time higher education in developed and underdeveloped countries has been responsive to the needs of the workplace but the question is whether this responsiveness is sufficient or not?

Globalization has changed the rules of the game and therefore has meant a huge increase in the importance of the needs and the aims of multinational firms. "Development and diffusion of knowledge" is getting more and more important for the firms and knowledge creates "dynamic flexibility" for those firms.

In addition, jobs as we know them are disappearing. As a result of this massive change, nearly all the classical institutions have been more or less affected. To cope with these huge waves of globalization, organizational changes have taken place especially in the private sector. Flexibility is needed by multinational firms and these demands must be transformed into a new structural form that combines education and training at a higher, purposeful and more practical level.

## THE REAL WORLD STRIKES BACK AGAIN

Nowadays the ivory tower of the academia is under threat from the new upstart. The "new kid on the block" is a result of trendy globalism and it is called "corporate education". Corporate education is an interactive process. The inputs of this process are the firms, the unemployed people, and sometime the universities. Firms have put a spell on education and sometimes even the employers routinely provide financial support to their employees who pursue post-secondary education despite the fact that it represents perhaps the classic example of a "general skill" and costs the employer money (Cappelli, 2004).

Now the equilibrium of the cooperation between the universities and the industries is changing and industry is shouting louder. Financially powerful global firms design and apply corporate education which most of the time do not take academia into account. It has taken a long time for the corporate to learn that the aims of academia and their own are very different. From this perspective, they want to redefine the relationship between academia and the "real world". The concept of "corporate education" is a result of these continuing efforts. Corporations have founded their own colleges, and these are known as "corporate colleges." These educational or training efforts have a potential to threaten the health of higher education.

"And, as Rick Mowday acknowledged in last years presidential address, there are already over 1400 corporate universities in The US alone. This number is likely to increase in future years, particularly given the importance of organizational learning and the criticality of valuable and unique knowledge for