TRANSFER OF KNOWLEDGE FROM THE COLLEGE TO THE ECONOMIC ENVIRONMENT

SUMMARY

The elaboration apart from general analysis focuses on the role of universities in the transfer of knowledge, especially the knowledge transferred through post-graduate programs. The transfer should be spearheaded by a known fact that such knowledge is transferred to mature audiences who have explicit needs. The presented issue is very up to date at the same time being very important considering that the knowledge transfer through post-graduate programs is specifically that kind of knowledge which could be utilized with great success by the business environment. Such knowledge delivers directly to experienced professionals the most important benefits improving their competitive potential on the work market at the same time the organizations that employ those professionals gain greater competitive advantage.

The conducted in the analysis of the Polish economy based on knowledge, as well as the possibility of said knowledge transfer into the business environment have proven that our country, even though much has been said on the subject, is at the beginning stages of transformations aiming at changing of the business model in such a way that it is similar to the business model of the most dynamically developing nations. Post-graduate programs seem as one of the possible and efficient - but not ideal in their present form - knowledge transfer methods into the business environment. The business offer of those programs as well as the knowledge transfer methods require further evolution and departure from the current model which only in small part teaches qualities required for a modern knowledge worker.

Translated by Bogdan Nogalski