The Reasons and the Practical Benefits Behind the Motivation of Businesses to Participate in the Dual Education System (DLS)

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Abstract : During the last decade, the dual learning system (DLS) has been actively introduced in various industries in Kazakhstan, including both vocational, post-secondary, and higher education levels. It is a relatively new practice-oriented approach to training qualified personnel in Kazakhstan, officially introduced in 2012. Dual learning was integrated from the German vocational education and training system, combining practical training with part-time work in production and training in an educational institution. The policy of DLS has increasingly focused on decreasing youth unemployment and the shortage of mid-level professionals by providing incentives for employers to involve in this system. By participating directly in the educational process, the enterprise strives to train its future personnel to meet fast-changing market demands. This study examines the effectiveness of DLS from the perspective of employers to understand the motivations of businesses to participate (invest) in this program. The human capital theory of Backer, which predicts that employers will invest in training their workers (in our case, dual students) when they expect that the return on investment will be greater than the cost - acts as a starting point. Further extensionists of this theory will be considered to understand investing intentions of businesses. By comparing perceptions of DLS employers and non-dual practices, this study determines the efficiency of promoted training approach for enterprises in the Kazakhstan agri-food industry.

Keywords : vocational and technical education, dualeducation, human capital theory, argi-food industry
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