

The McDonaldization of the University?

In Defense of Academic Freedom

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Abstract

The concept of McDonaldization (Ritzer, 2008) alludes to a sociological phenomenon where McDonaldization is a reconceptualization of rationalization, or moving from traditional to rational modes of thought, and scientific management. If, and in that case to what extent, is there a tendency to McDonaldization of the universities?

Here a qualitative, reality-based case study is presented. The ambition is that the outcome of this practical example will stimulate further discussion on the impact of McDonaldization in academia.

Keywords: Academic Freedom, Bologna process, McDonaldization, University Autonomy