



Organizational-administrative Features of the Implementation of Educational Services in the Two-level System of Training of Highly Qualified Personnel

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ABSTRACT

It is education - the system of formation of the nation's intellectual capital and as one of the main areas of production innovation - creating the basic conditions for intensive growth of the markets on the basis of rapid updating of technologies and products. Education acts as the first link "education - research - innovation development of mass" of the innovation cycle. This educational sphere acts not only as a necessary element of reproduction of intellectual capital, but also as a dominant element of economic growth, which determines the stability of the external and internal competitive advantages of national economic systems. From the power of the national economy play an individual and a public intellectual capital, which implements the level of economic thinking of the nation, it is largely determined by economic strength, well-being, and the choice of its strategy and the subsequent trajectory of development in a global world order. In this connection, the Russian education there are urgent tasks related to the need to comply with the transformation of the education sector changes.

Keywords: Economic Growth, Educational Service, Training, Educational Organization

JEL Classifications: O40, G20, L00

1. INTRODUCTION

Problem research to improve the quality of educational services strategies in higher education is a multicomponent. It defines the main directions of research and theoretical reflection, in the development of new mechanisms, models of subsystems of public-private partnerships to improve the quality of educational services. New administrative borders in educational institutions need to consider improving the quality of educational services of higher education in the detailed interaction between the state and business structures, as well as the association of educational institutions at the regional level in the corporation for scientific, educational and innovative

units. Research to improve the quality of educational services in the higher education system leads to the following author comment.

The analysis of topical issues of the importance of higher education, its essence, specifics and transformational processes in the market of the higher education system of educational services to emphasize that the key to the competitiveness of educational organizations is the quality of educational services, provision of which brings educational organizations in the new and higher education market levels. Key actions for the further improvement of the quality of educational services consist of: A clear definition of "grain," the essence of the problem.

One of the leading trends in the development of modern educational situation in Russia, which arose as a result of fundamental changes in the political and economic sub-systems of the Russian society, is to increase awareness of the problems of training specialists in educational institutions on the basis of innovative approaches to the content and process of a two-tier system of preparation of cadmium ditch the highest qualification (in some cases, a three-level). Resolution of these pro-problems based on the achievements and development trends of world science and due to the requirements of the post-industrial society. Modern specialist designed and professionally seen as a bright, creative person, but knowing is not only continuously scans, advances in science and professional practice, but also mastered the Zion of information retrieval and extrapolation methods the organization of its products-activity.

2. MATERIALS AND RESEARCH METHODS

Theoretical and methodological basis of the research are the fundamental assumptions of the theory of human capital and the development of this theory in the context of global intervention, innovation dynamics, government regulation; works of domestic and foreign scientists in the study of the origin and development of regional educational systems, as well as issues of the economics of education, quality management.

Instrumentality and methodical apparatus of investigation. The study used a basis of general scientific and economic methods, such as systemic-functional classification, and modeling and graphical methods for the visualization of statistical data (Novikov, 2009). The priority method of analyzes generated by the progress of work appeared, the method of expert evaluations.

3. DISCUSSIONS

In the scientific literature, issues related to education, the problem of human capital formation were investigated in the works Bekker, Petty, Fischer, Say, Marshall. The authors looked at the formation of the part not only of certain forms of educational services consumption, but also on the part of business investment (Bekker, 1993; Petty et al., 2000; Say, 1986; Fischer et al., 1992; Marshall, 1993).

In the works of Burdenko, German, Zapryagaev, Borisov, Korchagova disclosed mechanism of modernization of higher education system of the Russian Federation in the conditions of globalization of the education market (Burdenko, 2004; German, 2007; Borisov and Zapryagaev, 2001; Korchagova, 2004).

The purpose of the material - reveal the essence of the problem-heuristic educational concept and the conditions for its implementation in the dual higher education. The concept of development of the Russian education until 2020 focuses not only on the absorption of studying a certain system of knowledge and skills, but also their personal development. Such a person should be able to independently carry out professional activities, going beyond its competence, i.e., extrapolate lessons in high school

knowledge, skills and experience of productive activity based on professional needs. This educational strategy leads to the need for more intensive study and application in higher education heuristic patterns and its educational branch, which is possible only on the basis of propaedeutic heuristic activities in secondary and vocational schools.

Building a democratic and market state diametrical opposite of the command, made it necessary, in solving educational and vocational problems, to seek new approaches to traditional problems as the problem of vocational guidance, secondary professionalization, professional identity, professional fulfillment and the subsequent development and self-development in the period of professional activities, vocational training and self-consciousness. Systematically organized the process of entering into the professional sphere of society and dynamically-positive development in her professional at any level has become the focus of many research areas: Personnel management, personnel management, psychology of professional activity and others, including vocational education. Market relations have dramatically changed the previously existing requirements to the nature and purpose of human labor, including their qualifications and professional responsibility, to the professional mobility and retraining inevitable.

This systematic process of professional formation and development that occurs in early childhood, and almost the entire professional life, defined as the professional socialization of labor, stressing thereby the importance of professional work as an economic category of human life and society. The content of the socialization process is determined by the interest of the society is that its members have successfully mastered the roles of men or women (sex-role socialization), have become subjects of economic life (professional socialization), we created a family (family socialization), were law-abiding citizens. Man in social pedagogy is seen primarily as an object of socialization. However, a person becomes a full member of society, and being the subject of socialization, to assimilate social norms and cultural values in the unity with the implementation of its activities, self-development and self-realization in society. Thus, the disparate elements of the professional formation of the expert as a person should be considered logically connected and on the basis of the essential causal relationships.

Many aspects of the theory and practice of higher education and local education systems (universities, schools, colleges and their system) were developed in the works of Russian and foreign authors. However, there are reasons to believe that the development of continuous vocational training problems in training and professional socialization of labor, the objective tendencies still insufficiently taken into account inherent development of education in general, and modern educational theory and methodology. These include, in particular, include the concept of the construction of heuristic problem-vocational education, including the approach to general and vocational education as a productive cognitive activity that simulates the most socially important. The concept should be reflected two principal components of the modern educational process - problem and

heuristics that are organically linked and naturally complement each other.

In the modern sense of the concept - a system of views on the processes and phenomena in nature and society. Such a system should disclose the ideological concept and strategy for action in the implementation of large-scale operations. Reforms, purposeful formation and implementation of programs, projects, large-scale plans, etc. In teaching science under the concept often understand the system instructions to methods of constructing interrelated educational activities. This unconditional basis for such a system should be a holistic view of the nature of these processes. The pedagogical concept focuses on the principles as a guide for the development of educational activities and the establishment of appropriate theories. These principles of heuristic problem-concept are:

- Principle problematical, whose function is to initiate motivation and form a stable demand for productive cognitive activity of students in the development of educational content and professional socialization of the individual;
- The principle of heuristic organization and management of the educational process, whose function - to bring trainees' value attitude to the meta-knowledge, i.e., to knowledge about the methods of the organization of its cognitive activity heuristic tools.

4. RESULTS

The current stage of development of the Russian educational system at all levels is many-sided aspects of the dynamics and conditions of formation of such. The last 2 years the process of maximum occurrence of a two-tier education system in the Russian practice of universities reveals many contradictions, but what remains constant is the system requirements for the quality of education and educational outcomes, the presence of all the required competencies specified in the global environmental facility HPE (Federal State Educational Standard of Higher Education).

As already noted, high school today is characterized by the increasing number of students. Improving substantial aspects of the learning process, its methods are being implemented information technology. Set to change the way students and a market economy demanded a review of the organizational and administrative and financial functioning of the party high schools. Under-funding, inefficient public administration in the field of higher education, forced autonomy in dealing with all industrial, commercial matters while tight control of operating efficiency, increasing competition for dwindling resources - students with a sufficient level of basic knowledge - determines the individual control optimization of the production of educational services at the university, focus action to ensure an adequate level of quality of educational services, as well as the identification of the factors and conditions to maintain the quality of educational services in the system of HPE (Algina, 2006).

Researchers and analysts have warned of an impending crisis in the system of higher education, defining the main problem

of underfunding in HPE with the intersection of a sharp decline in the quality of educational services. The government of Russia lowers article budgetary financing costs, trying to copy the developed countries development priorities of the HPE, unnecessarily changing its social imperatives, priorities and parameters. As a result, the neutrality of the state to the higher professional education degree of depreciation of fixed assets is the scope of more than 31%; coefficient of renewal of fixed assets (in comparable prices) of <1.5%; emergency state of buildings and structures - 5.4%; the need for major repairs 20.7% of the institutions. Updating the material-technical base of institutions HPE is very slow, many types of equipment worn by nearly 50%, obsolete equipment is about 60%. According to experts a lack of budget funding - 40% (Novikov and Drobyshevskaya, 2007).

The level of the average salary of the faculty (Professorial and Teaching Staff – PTS) of the sphere of higher education is much lower than the average in the national economy of the Russian Federation. Footage HPE forced to work in a few places, which naturally reduces the quality of educational services. Aging staff sets barriers “input” in the HE, restrains “scaling up” of activity for the new generation, inhibits the introduction of advanced educational technologies, reduces the rate of career increases the loss of competences.

Today there is a clear decrease in system integration of HPE and RAS (Russian Academy of Sciences). Scientific information base and preparing forms lose their integrative characteristics. The Russian capital is concentrated in private hands is determined by the “indifference” in the sphere of development, describing the “artificially introduced institutional mechanism of guardianship.” Loose creation of regional consortia of universities and enlargement of the main types (classical, technical, arts, health care). In social circles with the projection of the validity of the issue of corruption entrenched management and teaching staff of higher education. Russian HPE system rejects the new funding mechanisms, thereby missing the influx into this area extra-budgetary funds.

As noted above, the global trends are massivization malware that is already sufficiently evident in Russia. Preparation of higher education in society has become more than the average norm. In the Russian reality massivization comparable to the lack of institutionalization of opportunities for professional growth, which manifests itself in increasing demand for humanities management and economics (Novikov and Drobyshevskaya, 2007).

The problems of higher education determines the importance of changes in the current two-tier system of training which does not meet the demands of the modern society of the new millennium and a globalized world (Novikov, 2010). Out of the situation - a comprehensive improvement of the quality of the educational services of higher education, the transition process to ensure the quality of educational services in the higher education system.

Educational services market provides a product which is the link in the functioning of a market economy in all its manifestations,

and the overall quality of the educational “stuffing” of the product as a whole remains low. The failure of the higher education market occurred due to the inability of a purely market-based mechanisms to ensure the effective needs of society.

The resumption of the structural stability of the education system, the demographic decline in parallel with the economic recovery taking place in the country identified the factors of the educational process of the reorganization of higher education institutions, to achieve the quality of educational services, among which we highlight:

- Increased competition in the market of educational services in the higher education system that encourages the search for thorough competitive position;
- The growth of the economic potential and independence from “outside” the conditions of organizations and enterprises, allowing them to think that in order to produce competitive educational product needed, first-class graduates not only economic and legal specializations;
- Educational process in modern conditions of existence requires the widespread use of computers;
- Low birth rate in the early 90s. XX century. leads to a more thorough process of organizing a set of entrants, there is need to expand the presence of universities in the very early stages of formation, that of the applicant;
- The provision of educational services to adults over VPO requires one of the priority directions of the positions of universities;
- Revived the concept of the state order specialists, which involves universities competitive selection of applicants for the implementation of public procurement;
- Improvement of the educational process as a business process reflects the most urgent task of doing management in universities;
- The introduction of a truly inclusive education (networking technologies, the educational portal of the University; case - technology, modern set of teaching materials; telecommunication technology to conduct classes with remote audiences in real-time closed-loop) (Sadkov et al., 2008).

The competitiveness of the educational organization is defined by two spheres: Science and education. The scientific scope of the competitiveness of the educational organization of more volume, ensuring its competitiveness must be on different interconnected markets, including the labor market and the scientific and technical products. Joint scientific - research and educational organization external stakeholders the most capacious in its inner content, as part of this work, we propose a partnership of educational organizations, scientific organizations, business - community and cooperation programs with them; staffing, resource and financial support for joint operations; joint R&D; modernization of production technologies and products; the creation of joint scientific bodies - the innovative profile.

Under these circumstances, the competition of Russian educational institutions in itself not only provides a quality higher education, but also contributes to the spread of insolvent curriculum.

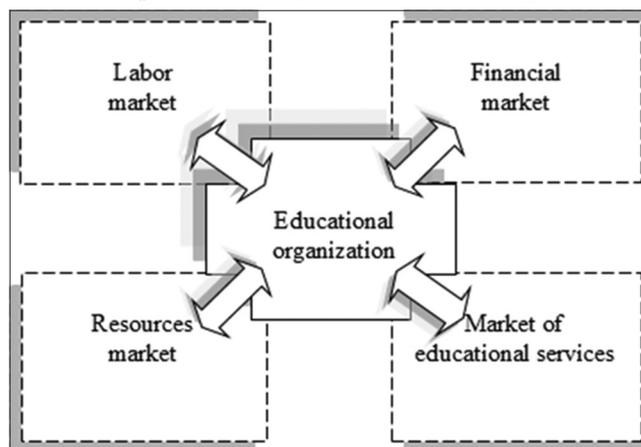
Products and results of educational activities extend to 2 market, which makes the demand for educational services in one form or another, for example, in such a carrier as a quality educational services, graduate design work, innovative and intelligent products (Inshakov, 2005).

Competitive relations between educational institutions are implemented not only in the fight for this or that niche market of educational services. Competing educational organizations - it is also a struggle of economic subjects for limited benefits and information resources, physical, financial and human, giving them superiority and allow to achieve a dominant position in relation to other subjects of relations, which is displayed in Figure 1.

Since the fundamental purpose of the educational organization is to provide educational services, the relationship with the market of educational services are the main activities of formation of competitiveness of the educational organization. If the elements of the competitive profile of educational services in their market are quality and price, for the educational organization - is image variation mentioned services and technologies, pricing policies, competitive strategies. Therefore, to ensure the competitiveness of educational services is determined mainly by tactical management aspect, in turn, the competitiveness of the educational organization - mostly with dynamic (Ryabov et al., 2002; Sadkov et al., 2008).

Educational services can be competitive, to take its rightful place among the substitutes and analogs only if it will meet the quality requirements. Quality - the main characteristic of educational services, its ability to carry after the acquisition of its originally specified functional load. Practice shows that there are several possible approaches to the evaluation of the quality of educational services in the higher education system. The first theoretical, in its context, conducted theoretical and methodological research. This is clearly in the number of cases dropped points at the realization of the theory of complex sometimes uncontrolled practice of life and functioning of the universities (Novikov, 2009). Next, the second approach involves the creation of tools to assess the level of preparedness

Figure 1: Areas of market interaction, forming the region of formation of the competitive advantages of the educational organization



of students, without developing the whole concept of the study. For practitioners often qualitative knowledge coincide with planned (Ryabov et al., 2002; Khomutova, 2006).

Researcher's third approach determine the course of study, including theoretical, methodological and practical components of the structure. From this it is clear that this approach, in spite of its internal complexity of the implementation, has the weighty "point" at its end, objective results.

In the complex quality of educational services is defined as the efficiency of the higher education system. Researchers distinguish the quality of education as the achievement of learners given, in accordance with state standards, the level of education or professional training. In our view, the requirements for graduates of educational institutions and their assessment criteria must be present in the state educational guest. Data standards developers to determine the minimum requirements, which include a set of disciplines and their brief content and evaluation criteria of the presence of the knowledge and quality of educational services in these requirements is not.

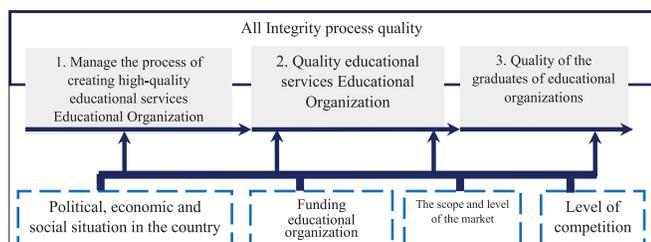
The concept of quality of educational services in our opinion, should include components such as:

- Durability of components transmitted knowledge that a large gap remains relevant;
- Reliable, layout variations constitute knowledge of educational services;
- Ease of acquisition and "absorb" private person;
- Compliance with the standards, requirements, and so on the basis of that, the educational service provided to consumers;
- Satisfaction hidden or subconscious needs - status, age, psychological and spiritual.

The last point in common with the marketing theory, when the quality should be defined in terms of the corresponding customer's ideas. It is the quality of consumers increased interest. Thus, the key to the competitiveness of educational services is its quality and compliance with the established counterparts in the world.

If the quality of the process, it is like any other process in the socio-economic system is formed gradually with the definition of objectives and the achievement of results at each stage. In our opinion, the structural components of the staircase holistic concept of "quality process" may be depicted schematically as follows (Figure 2).

Figure 2: Structural components of the staircase of the concept of quality process



5. CONCLUSIONS

All Integrity quality process consists of three components: Management of the process of creating high-quality educational services of higher education; quality educational services educational organization; the quality of the graduates of the educational organization. These three elements are the quality of the process variable under the influence: The level of competition, market size, university financing, political, economic and social situation in the country.

Under the direction of the process of creating high-quality educational services to higher education we mean the creation of a quality management system (QMS) and includes the following steps in the system:

- Generalization of experience of educational organizations on the implementation and improvement of the QMS as a modern tool of purposeful development of improvement activities and increase the competitiveness of the university.
- Selection and/or screening out less promising, are not possible to translate or Nemea effective QMS.
- Interpretation or transformation of selected advanced QMS to its validity by comparing the faces of reality, i.e., analysis of compliance narrow characteristics of QMS and characteristics of the educational organization. This can be: Geographical location of the educational organization, the demand for educational services provided to the market, faculty, infrastructure, educational organization.

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