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ЗРОЗСТАННЯ КОНКУРЕНТОСПРОМОЖНОСТІ УКРАЇНСЬКИХ УНІВЕРСИТЕТІВ У УМОВАХ СУЧАСНОГО ОСВІТНЬОГО РИНКУ

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INCREASING THE COMPETITIVENESS OF UKRAINIAN UNIVERSITIES IN CONDITIONS OF MODERN EDUCATIONAL MARKET

Nowadays we can observe the dynamic growth of foreign students coming to Ukraine to obtain good and rather cheap education. The system of higher education in Ukraine is changing, it has entered into the world of educational space with high requirements to ensure a high-quality education of students. Today, one of the top-priority tasks is the training of specialists who meet the requirements of the labor market not only of their country, but also of other countries of the world. The university becomes the face of the country, and the field of higher education is transformed on an important basis of international competitiveness. Universities are actively involved in the process of internationalization. The European Community promotes inter-university cooperation as a means of improving the quality of higher education.

At the present stage, conditions for mass influx of foreign students from all over the world to Europe are created. Ukraine in this point is one of those states where the ratio of the cost and quality of education is the leading criterion in choosing the place of study. Therefore, attracting foreign students for training is the key to the stability of successful functioning of Ukrainian universities.

The formation of a unified educational space, the change in its quantitative and qualitative characteristics, conditioned by the processes of globalization, require a revision of approaches to the management of competitiveness of Ukrainian higher educational institutions. The level of their competitiveness depends not only on potential opportunities and solving problems of optimal use of the resource provision, but also on the market situation of educational products, which in Ukraine is characterized by significant differentiation, intensification of the struggle for consumers due to objective reasons associated with the deterioration of the demographic situation.

At the present stage of globalization, the internationalization of the educational services market is strengthening, the process of migration of students for the purpose of obtaining education in universities of other countries is intensifying. According to

UNESCO, the number of students studying abroad over the past 40 years has increased by more than 10 times and by the end of the 20th century exceeded 1.5 mln people. At the same time, a significant part of them study in Europe and North America, where the educational services market is wide and diverse. However, the proportion of foreign students compared to the total number of students in these countries is small (about 2% in Europe and 3% in the US), although in some universities in Britain, Germany and France, the number of foreign students exceeds 10%, and in some US universities it reaches 30% of the total number of students.

Special attention should be paid to the fact that the educational service is a specific product, the consumption of which affects another important product for society - the workforce and its quality. In a market economy, it requires constant improvement, mobility, timely reorientation in accordance with the demands of the labor market, which leads to the need to change the quantitative and qualitative characteristics in the professional training system.

Today, the educational market of our country determines the basic standards and parameters that are related to the quality of education, the change in demand for the selected profile of training specialists, to clarify the scope and practical orientation of their knowledge, skills and abilities.

Ministry of Education and Science of Ukraine has already determined the most important points we should pay attention to in teaching foreign students. Transparency, quality and safety should become the key principles for universities, in particular for foreign students. This was emphasized by the Minister of Education and Science of Ukraine Lilia Grinevich during her speech at the First Ukrainian Forum on International Education. She noted that the number of foreign students studying in Ukraine is growing dynamically, but “the principle is not the number of citizens of other states with a Ukrainian diploma, but how they then recommend themselves as specialists.” She reminded that it is inadmissible to enroll for university entrants who do not have a sufficient level of prior education to enter universities, which gives them the right and opportunity to receive higher education. It was also added that entrants cannot be admitted without sufficient command of the language of training, because of this they are unable to master the curriculum.

The competitiveness of modern universities depends to a large extent on the level of their market orientation, the determination, based on the results of comprehensive marketing research, of the strategic guidelines for their development, the development of an effective marketing strategy and the application of efforts to continually improve their daily activities in order to maximize the needs of target groups of consumers. It is important to understand the modern competitive environment and trends in the development of higher education. Studies show that the main factors for the success of world-class universities today are: the concentration of talent (internationalization) is powerful and diversified by sources of funding; highly effective management.