

THE POSITION OF PROFESSIONAL MANAGEMENT TO PROVIDE COMPETITIVENESS IN HIGHER EDUCATION INSTITUTION

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ABSTRACT

This article analyzed extensively reformation on providing competitiveness in higher education, the necessity to change-over the tradition to modernity, the existing problems on this direction. The article also examines the introduction of effective forms of management in improving the efficiency and competitiveness of higher education institutions, the best foreign experience in this area.

Keywords: Higher education institution, management, management activities, student, competitive, labor market, education quality, system, field of education, bachelor, master degree, high qualified specialist.