

## 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.

### INTRODUCTION

Most higher education institutions in the world, whether public or private, are run on the basis of professional management as an organization-legal entity. This has led to the formation and development of management in Higher education institutions in accordance with its goals and objectives. Moreover, the introduction of this management will create vital conditions for the adaptation and development of high educational institutions to the current economic, social and political realities. Many research centers around the world are conducting research in several kinds fields to cultivate the training of professional management in higher education. The attention is emphasized to the creation of modern methods of transition to professional management in higher education and its compliance with the requirements of social development, research on the adaptation of management training to the need for highly qualified specialists in today's labor market.

According to world practice, large amount of work is implementing in higher education system to train competitive personnel, improve their quality, take into account the requirements of the labor market, study the scientific basis for the development of organizational and economic mechanisms. The UN Concept of Sustainable Development until 2030 identifies "the implementation of mechanisms to improve the management of the education system, the process and tools for assessing the quality of education."

A perfect study of advanced foreign experience in management plays an essential role in ensuring the competitiveness of the higher education system in our country. Fundamentally improvement of Action Strategy for further development of Republic of Uzbekistan in 2017-2020 years and the introduction of advanced standards of higher education system based on international experience in the concept of development of the higher education system of the Republic of Uzbekistan until 2030, ensuring academic independence of higher education Transformation of the system into a "hub" for the implementation of international educational programs in Central Asia, development of recommendations for their application in the context of higher education institutions of the republic, systematic development and management of higher education institutions based on the study of foreign best practices to assess and improve

the effectiveness of higher education institutions [ 2]. Decree of the President of the Republic of Uzbekistan No. PF-5812 of September 6, 2019 "On additional measures to further improve the system of vocational education" and the establishment of the Institute of Pedagogical Innovation, Vocational Education Management and Retraining and Advanced Training of Teachers under the Ministry of Secondary Special Education [3].

### **Materials and methods**

According to the data of the world bank, the "human capital" amounts 64 percent of world wealth. This figure is 70% in high-income countries, 58% in middle-income countries and 41% in low-income countries that are members of the Organization for Economic Cooperation and Development. The impact of development national economy of high education is becoming leading factor in development innovation. Creative use of the experience of the leading higher education institutions of the world in improving the organizational and management structure of higher education system of the country in the quality management mechanism is one of the priorities of reform of education policy.

On the issue fundamental and practical development of high education and to provide competitiveness and quality of high educational institutions some far foreign scientists studied in their scientific works VM. Rutgaizer, Fisbein, Ariel and Dena Ringold, Weber, Luc, J. Dudestatdt[4] SRHE & OU Boaden. R.J., Dale B.G.'s "Improving higher education: Total quality care, Buckingham" (1992) on improving the quality of higher education personnel, "Team work in Services: Quality circles by another name?". (International Journal of Service Industry Management, Vol.17 No.3, pp. 126-136), Jane Knight "Educational Pills: Modami, Brand, Innovation?", some near foreign scientists V.A. Noskov, G.P.Sergeev, D.I.Pravdin, E.I.Kapustin, I.S.Sharshov, L.S.Chijov, R.I.Kapelyushnikov[5].

Some aspects of the position of the education system in Uzbekistan during the Independence and development are analyzed on the scientific works of G. Akhunova, H.G. Alimjonov, A.Vahobov, E.Imomov, B.D.Kalmetov, M.H.Saidov, A.C.Kuchkarov, E.A.Seythalilov, Sh.Qurbonov, G.A.Qosimov, D.H.Nabiev, R.M.Usmonova Sh.Sh.Zaxidova, A.O.Eraliev, A.X Eshbaev[6].

In particular, Jane Knight's "Educational hubs: Modami, Brand, Innovation?" According to the scientific point of view put forward in her article entitled, one of the developments in the quality indicators in the recent education system is educational hubs [7]. The term "education hub" refers to the organization of interaction between local and foreign participants in education, including important factors such as students, educational institutions, companies, fields of science, science and technology centers. It is important to mark the strategy of last brand of competitiveness of high education, global brand and rating level.

### **RESULT AND DISCUSSION**

Radical economic reforms in Uzbekistan require the formation of a system of higher education that will allow for socio-economic reconstruction of society and sustainable development in the future. As a result of reforms in the national education system, the expected duration of education was 13.7 years in 1990, but by 2018 this figure had increased to 21 years [8]. According to the priorities set by the President of the Republic of Uzbekistan in the "Strategy of actions on the five priorities of the development of the Republic of Uzbekistan in 2017-2021", to radically reconsider the content of training, to supply with conditions for training specialists on higher education at international standards huge attention has been paid to them. [9].

One of the priorities of economic reforms in the country is to assess the current state of the higher education system, improve the interdependence of higher education institutions and labor markets, develop scientific proposals and practical recommendations to ensure the composition, level and quality of training in the regions. Therefore, it is noted that in the Address of the President of the Republic of Uzbekistan to the Parliament of December 28, 2018, it is necessary to further strengthen the work to create opportunities for higher education, increase the prestige of universities, increase the number of non-governmental educational institutions, attract highly qualified personnel and strengthen competition, one of the important tasks is to strengthen cooperation with universities, further increase the scientific potential of higher education institutions, expanse of training of scientific and scientific-pedagogical staff, rise the coverage of the population with higher education from 15% to 20% in the 2019/2020 academic year. noted that [10]. By 2030, it is planned to rise the coverage of the country's population with higher education to 70% [11]. It is known that the coverage of the population with higher education is 60-70% in developed countries.

The effectiveness of education tested on the material and technical base (16%), resources (20%) and the human factor (64%) in developed countries. One of the priorities in improving economic relations in the higher education system is to improve the quality of training highly qualified staff. The quality of higher education institutions depends on the effective organization of the educational institution's activities that provide it to the consumer. The primary issue of improving the quality of higher education is the meaning of education should supply with requirement of today's production and society, and should form important professional circumstance on students during the learning. In the beginning of XXI century the primary rank is acquired by Bolony process in Europe. Voluntary participating and keeping national exclusive, what is more approaching national educational system are main principles of Bolony process. The model "Bolon" of improvement quality of education based on the principles below:

- shortening of centralized control over the academic and research activities of higher education institutions and expansion of their independence and responsibility;
- the existence of national, independent from state higher education institutions and the organization that manages higher education
- creating and using evaluating quality and mutually useful mechanism and criterion;
- full participation of higher education institution on marking process;
- self-evaluating will be in the first place of higher educational institutions, and compared with outer auditor expertise; [12].

The relationship between the higher education system, production and the labor market is not yet perfectly formed for the following reasons:

- educational places are still preparing specialists according not to the requirement of labor market but they are preparing based on their opportunity;
- low practical skills of the trained specialists due to the inadequacy of the material and technical base of the system;
- that young's choice of profession demonstrates not from market demands but from their parents' desires and their capabilities;
- insufficient mechanism of participation of production entities in the training of specialists.

The competitiveness is accommodated with the way of improving the quality of higher educational institutions. The competitiveness of higher education system-the adequate ability of labor market and selling them in market. The properties give chances which is able to produce the certain description to supply with requirements under the process foundation. The

competitiveness of education system is identified by comparing them with other services in this type.

In the modern theory of education management, educational organizations are in the process of rediscovering the essence of their scientific presentation methods, P.A. As Petryakov points out in his published scientific work, if previously such organizations were considered as a managed object, now the leading concepts of educational management accept them as a specific subject of management and self-government. Although this definition is not clear enough, the author argues that the modern higher education institution is increasingly becoming a self-developing, significantly autonomous organization, and that such an organization cannot be accepted as a strictly formalized management system from a mechanistic point of view can be added [13 p. 37]. According to the authors view Муаллифнинг фикрича, "A dynamic approach is needed in the study of economic issues of university management, which is perceived as an educational institution that changes its mind, represents an active subject, interacts with the external environment and forms a certain organizational culture, reflecting the individual characteristics of a university." his views justify themselves [13, p. 37].

In recent years that are dedicated for researches management of higher education, has identified several key areas of research:

- Complex integration of information systems into management [14],
- Using marketing technologies,
- Improvement of effectiveness of the high education institutions' personal [15],
- Quality management [16].

Numerous studies have been conducted to increase the effectiveness of professional management of higher education institutions [17]. Among the various theoretical and practical studies in the field of higher education management, it should be noted that some conceptual aspects (perspectives, aspects) are not sufficiently developed, as a result of which complex planning of university activities is not carried out systematically.

In particular, in terms of the activities of higher education institutions, there is a need to further develop the concept of "managing mechanism", which plays a key role in improving the system of governance mechanisms of regional institutions of higher education. In order to achieve the aim these duties can be offered:

- Disseminating definition of "professional management mechanism" concept in the context of high educational system;
- Description of the conditions for the differentiation of professional management mechanisms in higher education institutions;
- Identify areas for improving the professional management mechanisms of higher education institutions.

The basic assumption is that among the mechanisms of professional management of an educational institution can be emphasized those which construction is flexible and simplified, and which mechanisms have a rigid construction. Accordingly, those that have a flexible construction of mechanisms are more dependent on changes in organizational conditions, more prone to improvement, and do not lead to drastic changes in the fundamentals of their activities. This assumption allows the development of methods, techniques and programs to improve the mechanisms of professional management, which are shown as a result of its substantiation, and the practical solution of the problem of economic development of higher education in our country in modern conditions.

## CONCLUSION

In the system of higher education, the quality of education depends primarily on the characteristics that make it up, mainly formed on the basis of a comprehensive study of the following quality indicators: 1) the quality of entrants and students entering the higher education system; 2) quality of educational scheme; 3) quality of scientific and pedagogical personal; 4) educational process, quality of pedagogical activity; 5) quality of material and technical base; 6) quality of information and communication environment; 7) quality of research work; 8) quality of management of educational process; 9) innovative activity of the management; 10) implementation of innovative processes; 11) employment of graduates in the labor market; 12) organization and conduct of work related to the assessment of the quality of education, control over the compliance of pedagogical activities in educational institutions with the state educational standards, qualification requirements and the interests (needs) of graduates of the customer individual or legal entity; 13) to determine the level of effectiveness of the educational process in the institution of higher education. Therefore, the introduction of professional management mechanisms in the higher education system requires the implementation of the following key tasks:

1) formation of a wide range of professional qualities in specialists using several kinds of forms and methods of professional development;

2) accelerated development of professional qualities through targeted training and application of advanced technologies for the formation of knowledge, skills and competencies;

3) Preparation for professional activity at the level of world standards by obtaining and disseminating the best practices from the management of Russia, Europe, Asia, the world;

4) formation of a wide range of professional knowledge, skills and competencies required to perform various functional roles, in various areas of activity, as well as in the public service (prosecutor's office);

5) maximum influence on the development and strengthening of individual abilities of the person, development of the most useful systems of use of personal professional qualities, definition of optimal ways of change of a position;

6) development of skills and abilities to apply new methods in management through individual use of computer technology as an "electronic assistant";

7) comprehensive development of creative abilities of the person, activation of his intellectual potential, stimulation of initiative activity, creation of need for formation of wide-ranging, theoretical thinking;

8) formation of lifelong professionalism, ie the formation of a person's stable ability to independently improve their professional knowledge, skills and abilities, as well as the desire to apply them effectively and efficiently;

9) the formation of the foundations of future-oriented professionalism, while ensuring the progressive nature of professional competence and maintaining its advancement for several years;

10) to form in the employee a stable type of culture that does not allow him to use his professional knowledge, skills and abilities to commit inhumane acts, acts harmful to the individual and society as a whole, conflicts and abuse of office in various forms

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