

# Conceptualization of University Structure as a Complex Mechanism Serving Educational Interests

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**Abstract.** This article focuses on university structure specification of conceptualization as a corporate complex mechanism which serves educational interests. Its exploration is needed for a more harmonious and balanced passing reformation process and modernization of education in Ukraine in accordance with European trends. Technical model of university was formed and comparison of the university and company structure was made. Some conclusions about existing problems of education process efficiency and the ways of its solutions were made. There are critical modern views on the education system as a competitive member of the economy market in this article.

**Key words:** modernization, labor market, reformation, competence, education process.

**Key terms:** CompetenceFormationProcess, LaborMarket, Qualification.

## 1 Actuality

Information society needs highly educated specialists who are effectively able to apply gained knowledge, prepared for democratic changes and social-oriented cooperation. In today's world, higher education is becoming more crucial to determine not only the level of education and culture of a particular person, but a whole society.

The main role in this process is assigned to higher education institutions. Therefore, the reform and modernization of higher education in Ukraine is really one of the actual problems on the way to innovation, the European development of Ukrainian society and enhancing the role of higher education in forming well-educated younger generation [1].

Success in achieving these goals involves the transformation of higher education in accordance with European requirements, defining the criteria which are:

1. quality in specialists preparation;
2. Fundamentalization and individualization of studying;
3. Strengthening of trust between the subjects of educational activity;

4. Compliance with European labor market;
5. Mobility of students and teachers;
6. Compatibility of qualifications;
7. Strengthening the competitiveness of university graduates, etc.

It should be noted that a positive result from any changes can be achieved only with full understanding of internal relations and the fundamental understanding of complex system model of higher education.

There are many approaches to the definition of education. One of them is: Education is a part of material life production, which with the help of two connected training and education processes provides purposeful formation necessary for the society type of person. University education is the main component of higher education [2].

This paper describes one of the explicit models of structuring the university as a corporation. Higher education institution is a center for the formation of leading specialists that is why the main factor is human resources. In addition, along with technological bases of production in higher education is the most important question of harmonious synthesis of pedagogical and psychological concepts, deep psychological understanding of patterns of learning activities, principles and methods of teaching and learning process.

## **2 Features of the Educational Process at the Higher School. Aims of Professional Training**

Aims of professional education perform system creation function in educational activities. The choice of content, methods and means of learning and education depends on choosing the goals.

There are a lot of educational goals types. You can select a state legislative aims of education, community goals, initiative goals of teachers.

Normative state goals – are the most common goals identified in government documents and state education standards. At the same time there are social goals – goals of different social classes that reflect their needs, interests and demands of training. For example, goals of the employer belong to specific goals. Teachers take these conditions into account by creating different types of specializations, different concepts of learning. Initiative goals – are the goals developed by practicing teachers and their students including type of school, profile of specialization and academic subject, considering the knowledge level of students and teachers preparation.

The set of final goals is a list of tasks that should be able to decide at the end of specialist training. These are called models of specialist.

According to N.F. Talyzina the first transition step from model of specialist to model of his professional training is the selection and complete description of typical tasks that he will must solve in his future professional activity. Typical tasks are organized in a hierarchy, which is also the hierarchy of higher education goals.

1. The top positions in this hierarchy are the tasks that should be solved by all professionals, regardless of the particular profession or country of residence. They

are determined by the character of the historical epoch and can be called like tasks of the century.

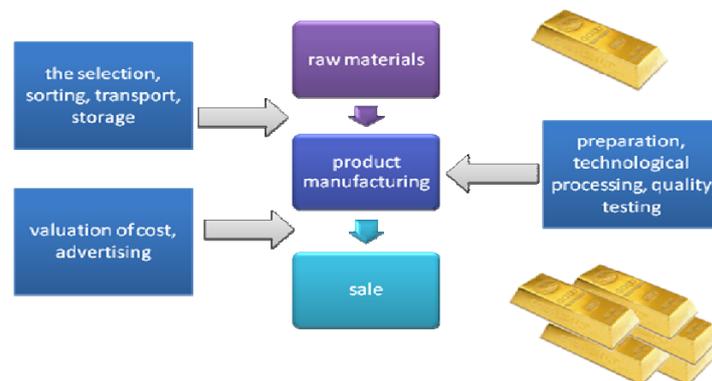
2. The specific tasks in the country form the second level. Now in our country the problems connected with the development of market relations and problems of international relations are especially important.
3. The third level – professional tasks, are the largest by volume and variety of solvable problems.

Based on the analysis of all tasks types and on exclusion of repeating elements the model of a specialist activity can be made. Which in its turn is the basis for the constructing a model of the university structure.

### 3 The Paradigm of Technical Model of the University

Professional skills are the most important graduate's characteristics. While focusing just on this aspect let's try to construct a technical model of the university activity.

The paradigm of technical models of the university lies in the similarity of economic corporation structure of production with the system of higher education.



**Fig. 1.** General scheme of enterprise manufacture.

Corporation is now the dominant form of business. As a large and influential organization, they are usually attractive to the society. They have a social orientation, social responsibility, comply with many rules and laws, consumer rights and interests of workers and whole society. Great value for the corporation has a corporate culture, established rules of behavior of employees, traditions, ethics.

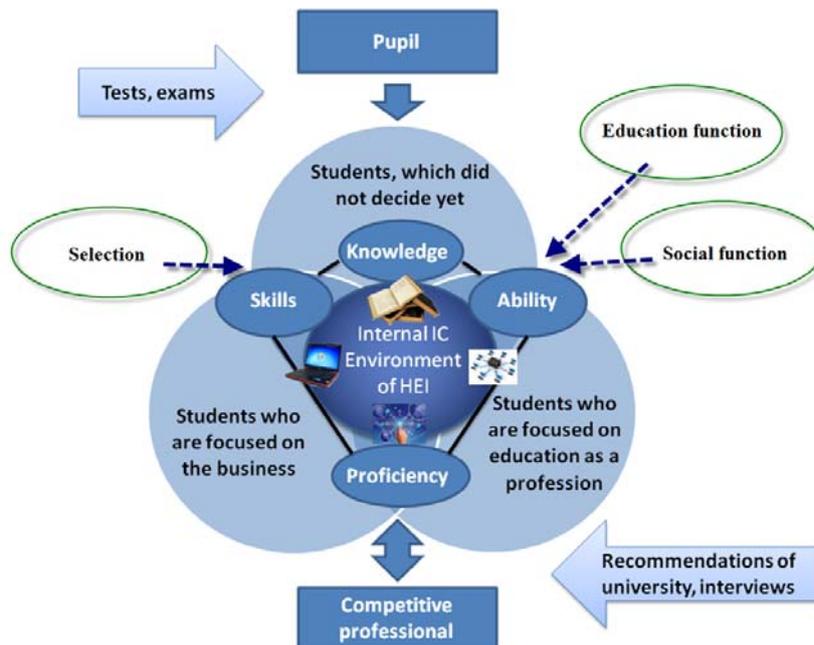
Today, in a market economy should be represented a higher educational institution as a corporation, serving the educational interests of the state.

Above is shown the general scheme of any enterprise. It has three key levels. Each of them under the influence of organic factors certain changes occur and increased

cost of manufactured products. There are many ways to increase the efficiency for corporation.

Let us consider now the scheme of competitive specialist training in high school. Like the previous, it consists of three levels.

The first level is a graduate student. The set of graduates can be considered as external resources. Entrants have their own skills, knowledge and abilities. But at the labor market they have almost zero cost. This is due to a low level of training and lack of a clear relationship between: I know  $\rightarrow$  I can  $\rightarrow$  I do.



**Fig. 2.** Preparation of the leading specialist in high school (Internal IC of HEI – internal information and communication environment of higher education institution).

At the second level under the influence of training and educational process is phased synchronous integration of four key rods: knowledge, proficiencies, skills and abilities [3].

So at this stage there is a question of efficiency of the learning process. Let's make an analogy with company and build possible examples of implementation concerned with high schools (see table below).

Depending on the personality of the students and the level of internal motivation Maryeyev D.A. in his article "Understanding the psychological factors of successful students" identifies three categories:

1. Students who are focused on education as a profession. The most important is their interest in future work, the desire to realize themselves in this way. They observed a tendency to continue their education in PhD programs.

2. Students who are focused on the business. Education for them is a tool (or start step) to open their own business, trade, etc. They understand that with time this area will require education, but to his attitude in the profession they are less interested than the first group.
3. Students who, on the one hand, can be called "those who are undecided" on the other – suppressed issues of personal, domestic nature. Most of them can't graduate successfully.

**Table 1.** Realization of methods for improving efficiency of enterprise in high schools.

<b>Methods of improving the enterprise efficiency</b>	<b>The implementation of method in the higher educational institutions</b>
Increase of income	Bringing scientific and technological capabilities and resources for the national and international financed projects implementation.
Increasing of product quality	Publication of information resources on the portal of the University, its constant updating, on-line communication between students and teachers. To provide students with access to educational information resources for the improvement of quality individual work.
Improving of staff competencies	Using an integrated, corporate, personalized information and analytical system of business processes of the University. Opening e-mail service for teachers and students, a quick access to necessary information resources of other schools.
Equipment modernization	Modernization of scientific laboratories equipment. Organization network access, including through radio-access point, in academic buildings and hostels, both to external and internal information resources teachers and students.
Technology optimization	Through the implementation of student-oriented and distance learning technologies.

The first two categories of students under the influence of internal information and communication environment of universities are highly skilled graduates who are active in the labor market demand. That is, their cost considerably increases.

The modern system of higher education, except educational and social functions also plays a selective role. Other words selects the most talented part of graduates in higher education, gives them a chance to realize their creative ambitions and ultimately form the elite of society, really need the labor market. For example, in the University of Glasgow (Caledonia) learning in a 1st course dedicated to actual equalization, adaptation and selection of students who will receive bachelor qualifications on the next courses. This university proud of the fact that in the last 20 years his contingent has increased significantly – from 36 to 52 percent of graduates. Thus, here is a problem of heterogeneity of first course contingent. However, focusing on the social component for the students of the 1st year, the administration not only solves the problems of adaptation, selection and equalization, providing appropriate conditions and in the process includes a significant number of the best school teachers, but also creating a strong motivation of educational activity of their new students. This approach provides the possibility of building conscious of their own learning path for the undergraduate. In Ukraine this approach, unfortunately only in the first semester, Kiev-Mohyla Academy realizes.

The behavior and professional activities of each person affect certain individual motives and values. So employees must be interested just in time, and by analogy with students, must search for the solution of tasks aimed at achieving the essential interests of the company. Understand the structure of motives an employee the company may find leverage of influence. For example, one of the main tasks of the university is to achieve high indicators in professional graduates and their subsequent successful employment. Created conditions for achieving this goal can qualitatively supplement staffing of the university.

Having considered the model of university technical side, having an analogy with the corporation and highlighting the basic regularities and principles of enterprise efficiency improving we can achieve positive results in increasing demand for graduates.

## 4 Conclusions

In the Fig. 3 you can see the one model of relationships harmonization between HEI and labor market.

If we will make a comparative description of each level of material production in enterprise system and system of getting education on the example of high school, the following conclusions will take place.

University – a complex multi-functioning production of intellectual product.

The main goal of higher education is to increase the professional value and cost of graduates in the labor market.

The success of harmonious integration of entities that can fundamentally change human priorities and values depends on the level of organization and technical equipment and on internal information and communication teaching environment.

Motivation of students to learning creates conditions for further elaboration and improvement of high education establishment and university scientific level.

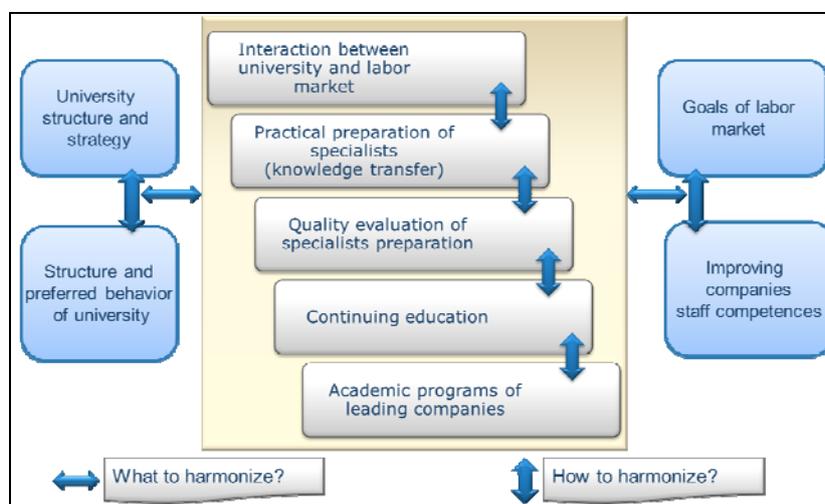


Fig. 3. Harmonization model.

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