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**ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ**

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UDC 378

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**THE PLACE OF STRATEGIC MANAGEMENT IN A WORK  
OF THE HIGHER EDUCATIONAL INSTITUTION**

**Abstract.** *The article is devoted to defining the role and place of strategic management in a work of higher educational institution. The main task of strategic management of higher education institutions. The directions of interaction between enterprises and secondary and higher education institutions.*

**Keywords:** *strategic management; higher educational institution; competitive specialist; labor market.*

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**МІСЦЕ СТРАТЕГІЧНОГО УПРАВЛІННЯ В РОБОТІ ВИЩИХ НАВЧАЛЬНИХ ЗАКЛАДІВ**

**Анотація.** *Стаття присвячена визначенню ролі та місця стратегічного управління в процесі роботи вищих навчальних закладів. Визначено основні завдання стратегічного управління вищими навчальними закладами. Обґрунтовано напрями взаємодії загальноосвітніх та вищих навчальних закладів з підприємствами.*

**Ключові слова:** *стратегічне управління; вищий навчальний заклад; конкурентоздатний фахівець; ринок праці.*

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**МЕСТО СТРАТЕГИЧЕСКОГО УПРАВЛЕНИЯ В РАБОТЕ ВЫСШИХ УЧЕБНЫХ ЗАВЕДЕНИЙ**

**Анотация.** *Статья посвящена определению роли и места стратегического управления в процессе работы высших учебных заведений. Определены основные задания стратегического управления высшими учебными заведениями. Обоснованы направления взаимодействия общеобразовательных и высших учебных заведений с предприятиями.*

**Ключевые слова:** *стратегическое управление; высшее учебное заведение; конкурентоспособный специалист; рынок труда.*

**Urgency of the research.** At the moment, in terms of globalization of enterprises, institutions and organizations, providing strategic vision for higher education institutions (HEIs), which train specialists, gets more and more important. The current conjuncture of the labor market creates a number of requirements for graduates that in order to be required, must be competitive. The higher educational institutions provide theoretical training, acquisition of basic skills and competitiveness of graduates, according to modern realities and prospects of strategic markets of education and labor.

**Target setting.** In order to perform successful strategic management of enterprises, institutions and organizations must be developed strategic way of thinking. The knowledge economy - is the highest level of the economy, which is based on knowledge and human capital and further provides for the commercialization of research results. The concept of knowledge economy confirms that knowledge of strategic management are as much needed in the management of the university where they are formed, as in the management of enterprises, business processes knowledge become commerce.

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**Analysis of recent achievements and publications.** To the issue of strategic management of higher educational institution are dedicated works of S. G. Natroshvili, A. V. Romin, B. I. Holod, O. V. Dashevskaya and others.

**Uninvestigated parts of general matters defining.** Taking into consideration the urgency of development of the strategic management of higher educational institutions, this issue requires further study.

**The research objective.** The purpose of the article is to determine the place of strategic management in the higher educational institutions.

**The statement of the basic material.** It is known that a strategic vision - is a definition of the nature and direction of the work of an enterprise, institution or organization (including the higher educational institution), a definition of their place in the market [1-3]. In modern informational space the strategic directions in functioning of the higher educational institution should be presented as accessible information. Since the main source of information for the schools are their official websites, this information should be placed there. It should be noted that not all schools at the official websites the purpose and strategy of their activities is mentioned.

In terms of decentralization, autonomy of the universities must be accompanied by transparency and openness - for the teachers, the students, the applicants and the public. In fact, access to information was one of the 10 standards for internal quality assurance of higher education, which was approved at the last Conference of the Ministers of Education in the countries in European space of Higher Education [6]. During six months (October 2014 - March 2015) Analytical Center CEDOS [4], supported by the International Fund "Renaissance" monitored the accessibility of information on the websites of more than 200 universities, which generally trained over 800 000 of students (56 % of the public). Almost 40 indicators, assessed by the approved method, was merged into four groups: financial transparency (30%), administrative transparency (20%), information about the programs content (40%) and strategic planning (10%) [ 5].

According to monitoring results, Analytical Center determined that "access to public information, including documents such as statutes, regulations on academic council, the position of the educational process and staff list, exists only partially. Somewhere those documents simply do not exist or are not updated, while other universities consider that information as closed. "

The survey "About the transparency ranking of universities - 2016" [6] allowed to obtain the following results regarding the lack of information: 59% - when choosing a university; 22% - on further employment prospects; 18% - base and opportunities practice; 16% - concerning international exchange programs; 15% - about the content of such programs and disciplines; 13% - concerning qualification of the teachers. In this context, should be note that the fact that the new generation of students, while choosing future professions and universities, receives information from the websites of universities. Thus, the site is strategically important tool of informational policy of universities, helping to find the applicants who correspond the requirements of the university.

Currently, there are typical sets of the problems in strategic management of the organizations. The main ones that ensure the existence of a market environment are:

1. Research of market changes;
2. Problem 2. Timely change of the strategies according to changes in the market requirements;
- Problem 3. Creation of a Strategy. These tasks should be resolved considering the market situation of education and labor.

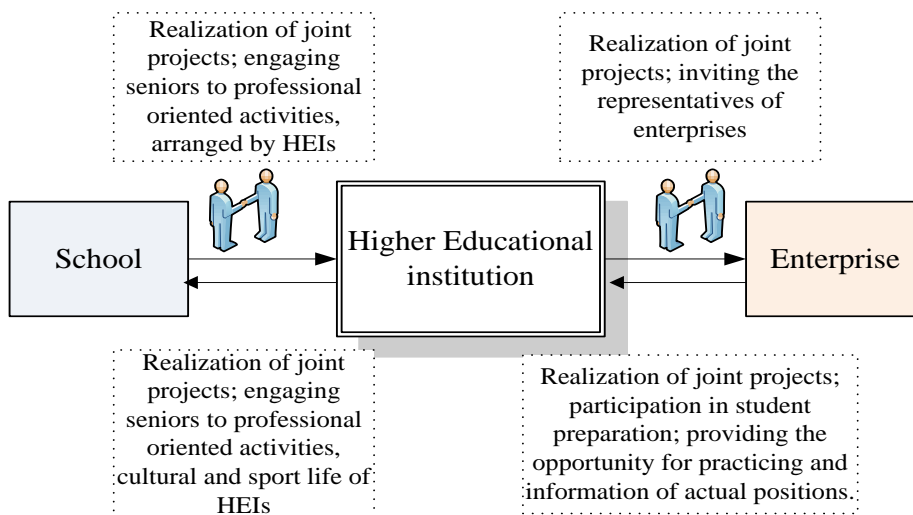
To ensure the competitiveness of graduates in the labor market, higher education institutions must support the interaction with schools and employers.

Fig. 1 the authors presented the university process in direction of continuing education that must be based on the approach of strategic management.

It should be emphasized that in 10-11-th grades of secondary schools students must successfully pass a clarification of socio-professional status. While studying in high school students are entering the stage of professional activity in the field of training. Exactly during this period awareness of interests, abilities, values associated with the choice of profession and the place in society is forming. In-

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teraction of higher educational institutions with schools can be organized within professional orientation activity of the university.



**Fig. 1. Interaction of the higher educational institutions with schools and employers**

\* Developed by authors

The relation of higher educational institutions with enterprises should be directed at the development of young professional employee in the working activity process. Implementation of joint projects between universities and enterprises within the possible grant activities, based on signing the cooperation agreements, contracts for job (preparation of business plans, execution of the scientific developments and it's providing into the enterprise activity, engaging students in practical training, etc.). In the future, the higher educational institution may conduct additional training, expansion of professional activity, development of new professions.

**Conclusions.** Thus, the purpose of education is not just training of a person for future careers by accumulated during training finished, systematized knowledge, but also personal development, getting new, modern methods and skills knowledge. Only the cooperative efforts of all components of education as for professional self-determination is a complex of organizational, psychological, pedagogical, instructional, educational and other activities, that help students consciously choose a profession and prepare themselves for future careers. In this direction the approach of strategic management must ensure the efficiency of institutions (HEIs) in the market environment and ensure their competitiveness - on the one hand, and make a positive impact on the performance of the main tasks of strategic management - on the other, as the common understanding of strategy of HEIs - is a step toward development of strategic thinking.

**Determination of the directions of further researches and development.** The work of the university should be based in direction of continuing education and provide for a professionally oriented work in schools and HEIs in terms of updated educational content, that determines further research in this area.

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