

NEW EDUCATIONAL MODELS FOR CREATING HIGH-QUALITY HIGHER PROFESSIONAL EDUCATION

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Abstract: *This article explores the hindrances to the integration process in education and science, emphasizing underfunding and the absence of well-defined goals. It underscores the benefits of integration, such as enhancing research efficiency, optimizing budget allocation, improving education quality, fostering ties with businesses, and attracting youth to research. Various integration models are proposed, including university-based complexes and collaborative research projects. Additionally, it discusses strategies for enhancing educational quality: differential advantages, adaptive approaches, motivational techniques, and management strategies. It argues for a shift towards integration-based strategies to address contemporary challenges.*

Keywords: *Integration, education, science, underfunding, goals, research efficiency, budget allocation, quality improvement, collaboration, integration models, differential advantages, adaptive strategies, motivational techniques, management strategies, sustainable relationships, project management.*

Among the key factors hindering the development of the integration process as a whole, one can note underfunding and the lack of a clearly developed system of goals. In our opinion, this integration contributes to: increasing the efficiency of research; increasing the efficiency of using budget funds, improving the quality of education and training of scientific and technical personnel, enhancing relationships with business and the processes of commercialization of the results of applied scientific research; influx of young people into the field of research. The creation of significant models for the integration of science and education contributes, as mentioned above, to the effective improvement and transition to a significantly new qualitative level of the Russian education system. These models include: the development of university-based integration complexes; conducting educational activities by academic institutions; financing of large joint scientific projects according to the “university – research institute” model; creation of “collective use” centers with the participation of institutes and universities to solve problems of fundamental science and educational activities. Universities can use various strategies to improve the quality of educational services and their combination. The





choice of strategy is often determined by the resources available to the university and its value orientation. To successfully develop a strategy for improving the quality of education, we will highlight the necessary corporate competencies: modeling the situation based on identifying problems; identifying necessary changes and formulating goals; ; choosing the optimal change strategy; implementation and implementation of the chosen strategy; adjustment of the chosen strategy in accordance with ongoing changes in the internal and external environment of activity. Let's look at the above competencies in more detail.

There are four main strategies for improving the quality of educational services:


1) strategy of differential advantages. This strategy consists of giving the educational service certain qualities that are difficult to replicate for competitors. These qualities include: a high level of educational services offered, achieved through the involvement of qualified teaching staff; application of new information and educational technologies; creation of the necessary methodological support for the educational process; organization of new forms of teaching technologies (parallel education, use of distance technologies). The strategy of differential advantages can also be implemented subject to the provision by the university of additional services related to the creation of conditions for retraining and advanced training of specialists, the transfer of information to students about potential employers, and the organization of meetings with representatives of companies;

2) adaptive strategy. The essence of this strategy is that in creating consumer value, higher education institutions must follow the needs of their target audiences, respond in a timely manner to changes in these needs, creating new scientific and educational directions. To do this, the university constantly monitors the market, invites specialists in new fields, motivates its teachers to conduct research in certain areas or develop new programs;

3) motivational strategy. The university's exceptional resources are its teachers and researchers. Creating customer value is based on the effective use of their potential. Since the education sector takes on the characteristics of a business, there is a market for educational services and competition between universities and other producers of educational services, the creation of consumer value is possible through the development of the entrepreneurial potential of university teachers and staff;

4) management strategy. This strategy is a combination of the first three strategies. The most acceptable and widespread is the combination of an adaptive strategy and a strategy of differential advantages, which allows a higher education





institution to meet the needs of its target audiences, developing their understanding of the market situation, and also allows to balance short-term and long-term prospects.

In our opinion, all of the above strategies have now become obsolete. To form an effective strategy for improving the quality of educational services, we propose a method for developing the integration of science and education. The problem of integrating education and science is not new, as it focuses on the path that the whole world is taking. The formation of sustainable relationships between the scientific and educational environment is primarily based on the project management functioning. The quality of higher professional education is, first of all, a set of characteristics of professional consciousness that reflect the ability of a specialist to carry out his professional activities in accordance with the requirements at the current stage of economic development, at a certain level of professional success, with an awareness of responsibility for the results of professional activities.

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