

MAINTENANCE OF EDUCATION COMPETITIVENESS BY MEANS OF IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEM

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Alternative to development of the modern industrial civilization is transition to the sustainable development, which has proclaimed a principle of equal possibilities for all future generations. Such transition means basic change of the established forms of relations between modern people and environment, management of social development [2].

In the concept of steady society there is a convergence of values and ways of a life. «If our present system will not be corrected by recognition of the general interests, which should be preferred before private interests – J. Soros writes, – so this system, in spite of all imperfections, appropriate to requirements of open society – risks to collapse» [3, p. 9].

Instability is stretched far beyond the market, generated destructive passions and struggle. Rationalism ceases to be effective too, and instead of it, fallibility principle is offered to be guided. As a result, «... instead of usual dichotomy between the open and closed society, I see, – J. Soros says, – the open society somewhere in intermediate territory, where the human rights are protected, but thus there are definite common values, which provide integrity of a society ...» [4, p. 24].

What is the definition of sustainable development? One of most often used definitions especially marks economic aspects, defining it as the economic development, capable to satisfy need of present generation, not depriving the future generations of ability to satisfaction of their own needs [5].

The sustainable development of human society is determined by external (environment, influence), material, ecological, social, economic, legal, cultural, political and psychological parameters, each of them demands steadfast attention. One of such directions is research of conditions and factors of education system competitiveness.

Nowadays there is active integration of Russia in the world community, including entering to the world educational space. The international activity of the leading universities of the country is defined by level of cooperation with foreign countries in the field of scientific and educational activity. The question of recognition of Russian education quality abroad becomes actual.

The present stage of Russian education reforming is characterized by the following processes, closely interconnected among themselves:

– a wide circulation in universities of the country of researches on creation, introduction and certification of interuniversity quality management systems, according to requirements and recommendations of the international standards of qual-

ity management of series ISO 9001:2000 (SSS P ISO 9001-2001), standards and instructions for the higher education quality assurance in the European region (ENQA) and other models of quality management;

– transition to the complex estimation of university activity, combining procedures of licensing, certification and state accreditation on the base of the confirmed list of university activity indicators, including, in particular, indicators of presence and efficiency of interuniversity systems of education quality management;

– strengthening of competition between domestic universities on the labor resource market;

– education internationalization and necessity of Russian education harmonization, including criteria of its quality with other education systems (within the bounds of the Bologna declaration) with the purpose of attraction of additional internal consumers and transition to the international educational space [1, p. 54-61].

In Omsk institute (branch) of the Russian state university of trade and economy (RSUTE) quality management system (QMS) is developed and implemented in 2006. Within the bounds of the given system and according to the development concept of Omsk institute (branch) of RSUTE till 2015, methods of planning and control, the organization and motivation of management processes of scientifically-innovative activity on the basis of target programs and monitoring of structural divisions activity with use of the developed estimated criteria are developed and realized.

Council of Omsk institute (branch) of RSUTE regularly analyzes the activity of structural divisions and, if necessary, actualizes target indicators of activity within the bounds of target programs realization.

QMS of Omsk institute (branch) of RSUTE is certificated on equivalence to requirements of international standard ISO 9001:2008 by Association on certification «the Russian Register». Innovative activity also is included in range of application.

In its activity the institute bases on staff official instructions, documented procedures, quality manual, where all processes of university activity in whole (supplement K) and each structural division and its activity process are determined. All above is developed by education quality management department.

Annually staff of education quality management department participates in the conference devoted to «International day of quality», organized by the Omsk centre of standardization, metrology and certification. The Omsk institute (branch) of RSUTE participated three times in the competitive program «100 best goods of Russia» in nomination «Services in higher education system». In 2011 within the bounds of the competitive program «100 best goods of Russia» the institute became the winner of regional competition in nomination

«Teaching aid» with the «Quality management». In 2008 the Omsk institute (branch) of RSUTE was awarded by reward «High achiever of quality» by Academy of quality problems. In April of 2010 the institute became the winner of 1st Russian competition in the field of quality management. In May of 2010 the self-estimation of Omsk institute (branch) of RSUTE was done. Its realization allowed to comprehensively estimate the state of quality management system, to determine its weakness and strength, and also identify the processes of institute, requiring to improvement.

As the technique of self-estimation «Methodical recommendations for universities and colleges on organization of self-estimation of efficiency and functioning of management systems in the field of quality management on the basis of model of activity perfection» were accepted, which were developed by St.-Petersburg State Electro-technical university (SPSETU).

The self-estimation revealed, that functioning efficiency of QMS of Omsk institute (branch) of RSUTE has enough high level of development. First of all, it concerns such fields of activity, as «The leading role of management» (7,9 points), and also «Policy and strategy» (7,9 points).

The system of interuniversity maintenance of specialists quality training represents the sum of factors (components) of quality, indicators of the quality estimation and their criterion values, realization terms of educational programs and the mechanism of control, creation and fulfillment of them, also university structural divisions, co-operating with each other in the process of specialists training. The whole system of quality maintenance and its components could be effective on the stipulation, that combination of accurate planning and obligatory fulfillment of their functions by institute corresponding structural divisions. The staff must fulfill its job responsibilities under the constant control; establishment of the obligatory feedback allows operatively correct the system.

For concretization of policy in the field of quality and definition of its level fulfillment Omsk institute (branch) of RSUTE formulated Mission and determined specific aims in the field of quality, which reflected in development strategy. Development strategy of Omsk institute (branch) of RSUTE is based on realization of the concept, that university is training, scientific and innovative complex. The university, on the one hand, trains specialists of new generation for the brain work market, and, on the other hand, it becomes the full subject of market economy as the developer, supplier of intellectual property objects, production and services with the new quality, demanded by consumers. Thus, the Omsk institute (branch) of RSUTE is considered as one of the components of innovative sector of region economy.

Within the bounds of the international cooperation concerning education quality management and

perfection of the educational process organization, the Omsk institute (branch) of RSUTE co-operates with the Czech university of Pardubitsy, Mediterranean university (Montenegro), Huddersfield university in England, Montclair State University in the USA, the French resource centre (branch of Omsk), the international department of cooperation and the academic mobility in Omsk state pedagogical university. It takes part in the international assembly, dealing with problems of ecology and world economic development in Hungary. The management of Omsk institute (branch) of RSUTE was signed the Memorandum of cooperation in the field of science and education with the East Kazakhstan regional university.

The mutual exchange of experience helps the institute to successfully adapt to educational space on the terms of world globalization. So, concrete results of participation in following projects are reached:

- the International project with participation of Czech Republic, the Great Britain, Russia (Omsk institute of RSUTE) for project «Influence of ecological and demographic factors on stability of social and economic development of Russian region (for example, Southwest Siberia)».

- the International competition of minigrants in social sphere «Management of migration processes», holding by the British consulate in Yekaterinburg.

- the International project in the field of economy «Free Malsev algebra on three generators».

- the International student's program «SIFE Russia» (Students in Free Enterprise).

- the Memorandum of cooperation in the field of science and education with East Kazakhstan regional university.

The university carries out import-export of educational services. Lecturers from the far abroad under separate contracts are involved in realization of educational process, lecturers of Omsk institute (branch) of RSUTE go abroad for lecturing and working on probation.

The quality management system urged to solve problems of increase of university competitiveness. Components of university competitiveness (financial and economic, marketing, material, personnel, graduates competitiveness) are main development guidelines, supposing level decomposition, provided with long-term and short-term programs.

Just competitiveness is the base factor, focusing pedagogical collective of institute on innovative search and constant development.

Quality of education is the integrated characteristic, concerning all university activity cycle, including projecting, realization and control of educational process, infrastructural maintenance (on the basis of info-communicational technologies), and also university self-estimation. Such practical understanding of education quality demands special technologies of monitoring, which is the important

instrument of control and estimation of efficiency of the implemented education content, increasing of university management efficiency, perfection of education processes. Objects of monitoring are both separate university divisions, and various processes of management and education levels, certain aspects of activity (for example, pedagogical and psychological monitoring; monitoring of students training quality, pedagogical staff quality, educational process, material and technical base, etc.).

Quality of education at the present stage is the main competitive advantage of educational institutions along with the price.

Quality of education is closely connected with normative legal indicators (presence of the license and the state accreditation of professional educational programs, conformity of curricula to federal state educational standards etc.), strict observance of which is necessary term of university educational activity. Implementation of innovative forms of training becomes one of main factors of university competitiveness in recent times.

In Omsk institute (branch) of RSUTE active nonconventional methods of training (game technologies, trainings, master classes, problem situations, colloquiums, training on the enterprises, computer programs, etc.) are used. For lecturing of the basic educational programs disciplines representatives of business sphere and practicing lecturers are involved.

Annually the department of education management quality in Omsk institute (branch) of RSUTE holds questioning «the lector by students eyes».

The purpose of the given questioning was revealing of satisfaction degree of lecturing and practical training by students of 2–4 courses. For questioning of students the questionnaire, containing questions, directing on various aspects of training activity, and also questions, mentioning personal qualities of lecturers is developed. As a result of processing of the received questionnaires, data about students satisfaction by the teaching staff both in whole, and separately by each specialty and lector is revealed.

One of the important problems of university activity is the analysis of satisfaction of the basic educational service consumers. For realization of the given problem in May and in June of 2011 the Department of education quality management conducted the questioning «Satisfaction of students by education quality in Omsk institute (branch) of RSUTE».

The created questionnaire was directed on analysis of students satisfaction by training terms, quality of educational process, quality of training results, satisfaction by system of knowledge estimation criteria and objectivity of knowledge and abilities estimation during the current control and in session. And also the students point of view, concerning the most convenient form of expression of their own opinion about quality of providing ser-

vices, mission and policy of institute in the field of quality has been studied. As a result of processing of the received questionnaires the positive tendency of students satisfaction by level of educational process quality at institute has been revealed.

Quality of training is the set of consumer characteristics of the educational service, providing possibility of satisfaction of range of requirements for all-around personality development of the student. Students of Omsk institute (branch) of RSUTE, besides reception of the basic educational services, actively participate in the scientific life of institute through regional, all-Russian and international conferences, are involved for participation in external and internal research works. They are participants and winners of the all-Russian Olympiad, competitions, forums. The all-around personality development of students is promoted also by the educational work, taking place in the institute: formation of civil-patriotic position of students, their participation in competitions (KVN, «Miss», «Mister», competition of orators, song competitions), participation in students groups, encouragement of the best and active students with trips to other cities, countries and many other things.

One of the components of university competitiveness is conformity of graduates to requirements of professional activity, employers and labor market in whole. With defined periodicity the Center of professional career development, being structural division of institute, holds a questioning of employers and graduates, concerning their satisfaction by knowledge and skills, received during education in Omsk institute (branch) of RSUTE. Results of monitoring allow to increase the quality of training in whole and separate specialties.

The given competitive advantages provide to graduates higher professional status and steadily great demand for their services, allow them to apply for a definite position, to participate and win in competitive struggle and to reach stable demand on the labor market in the future.

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