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**STRATEGIC ROLE OF HIGHER EDUCATIONAL INSTITUTIONS
OF III-IV ACCREDITATION LEVEL IN MODERN CONDITIONS IN
UKRAINE**

The article considers the role of higher educational institutions of III-IV levels of accreditation of Ukraine and the system of higher education in contemporary society, identifies strategic priorities and tactical tasks of its development, and investigates the modern and perspective requirements of the society to the personality and satisfaction of its educational needs. The significance of higher education in solving many social problems is determined.

Keywords: education, higher educational institutions, society, economic development

Ukraine is modernizing educational activities in the context of European requirements for the practical realization of this goal. Within the Bologna process, six key principles are formulated: the introduction of two-cycle training, the introduction of a credit system, quality control of education, increasing student mobility, securing graduates' employment, and ensuring the attractiveness of the European education system. The Bologna process opens opportunities for the internationalization of higher education, the forms of which are the mobility of listeners, teachers, the internationalization of curricula and the transnationalization of higher education.

In modern conditions the level of education is one of the components of social and economic development, the level of competitiveness and the place of government in the world community. Education develops along with the development of society. For the latter requires ensuring that the education system is not only an achievement but the logic of scientific, technological and social progress. This basic training qualified according to the requirements of the state and the Bologna process, which is carried out in higher education institutions, is

the basis of the individual, society and state as a whole. In addition, institutions that occupy a leading position in the development of education, they also make a significant contribution to the development of science.

Important factors influence the education taking into account the necessity to meet its new social requirements for the level and quality of training is globalization, extensive computerization of all spheres of social production in its broadest sense, innovation processes, including the development and application of high technologies and the rapid development of telecommunications.

The higher educational institutions efficiency, its educational services, educational programs was considered in the researchers of S. Gutkevych [1, 2], M. Dmytrychenko [3], M. Karpenko [4], O. Kratta [5], S. Nikolayenko [6], I. Onishchenko [1], T. Obolenskaya [7], V.Parsiak [8] and others. Despite the large number of publications covering certain aspects of this issue, the study of this problem requires further development, since the environmental factors that form all the new requirements for higher education institutions of the III-IV accreditation levels as a training and scientific and methodical center are in a dynamic state and need comprehensive research. All the above determines this problem as relevant in the current conditions.

Modern education as an integral part of the economic system of society is a strategic and effective instrument to solve some social and economic problems of the society. The purpose of educational activity is not just providing quality educational services, but also the formation of strategic priorities for the use of highly skilled human resources and ensuring the economic growth of the society through the introduction of scientific developments in production process. Effective educational system performs the essential role in the social process. Considering the reducing of the State financing system of education since 2012 the implementation of identified priorities becomes more difficult [3].

Almost all higher educational institutions of the country are forced to solve complex problems of their activity in the conditions of limited financial resources and increasing the costs on its activities.

The main problems of higher education and science in Ukraine, in addition to limited funding, also include the physical and moral aging of the material and technical base; lack of science and educational process integration in most universities; the low level of social and economic attractiveness of the scientific work and scientific and technical workers, and the gap between the needs of highly skilled specialists at the labor market and the quality of training of such specialists in higher educational institutions.

Only the interaction of science, education and production provide the largest utility in the formation of competitive state and achieving the scientific progress. This helps to overcome the imbalance between the demand for skilled labor and its supply; to resolve some differences in the qualified personnel training in the universities and the demand at the labor market; to overcome the problem of the lack of practical training programs for students in the universities in accordance to the requirements of organizations and enterprises when they are employed.

Analyze the role of higher education in modern society.

First, the system of higher education influences greatly the creation and continuously restoring the scientific potential of the society, as it is in higher education institutions that the accumulated scientific knowledge is transferred from generation to generation.

Fundamentals of scientific knowledge are formed in the system of higher education. The value of scientific activity and education of scientific personnel is cultivated in the universities. Artificial intellectual potential of the country is formed not only by creation the system of continuous education, but also provides basic knowledge, preservation of national traditions in the academic training system, a common cultural competence, training civic and moral maturity. Moreover, modern society increases the importance of research activities and the role of higher education in a combination of fundamental theories and innovation based on new scientific and methodological developments.

At every stage of its development, science uses actual material, methods of research, theories, hypotheses, laws, scientific concepts of previous epochs, and

their content is their continuation. Therefore, each definite historical period of development of science depends not only on the level of development of production and social conditions, but also on the accumulated previously stock of scientific truths, developed a system of concepts and representations that summarize previous experience and knowledge in the form of scientific potential of society.

Second, higher education is involved in the reproduction of the relations of production and productive forces, contributes to the expanded reproduction of continuous renewal and socio-economic process. It changes and qualitatively transforms objects of labor, technology and organization of production, creates the theoretical basis for the transformation of industrial relations [12], that is, it participates in their reproduction. Means of production and people with certain work experience and skills lead these means of production into action, forming social productive forces. A person with her intelligence, psychophysiological qualities, professional knowledge and skills, experience, attitude to work, value orientations is the main productive force of society.

Education, together with science and culture, becomes a new productive force that is involved in production. Consequently, higher education involved in the reproduction of the productive forces.

Third, today's knowledge society intellectual capital is of paramount importance that most effectively formed within the higher education system, which provides the necessary socialization of the individual. Education is the most important prerequisite for initiative, social activity, that is, the ability of an individual to navigate in various spheres of modern society. Become educated man, highly skilled, active participant in cultural, political, scientific or business life of modern society is possible only after passing a course in high school. To transfer the achievements of modern society to the next generation without specialized formal education is impossible. Hence, higher education is important for an individual, no less than for a society, and this idea has many supporters. E.

Podolskaya insists that the role of formation of a highly educated and cultural person belongs to education [5].

In modern society, education carries out the functions of preparing and incorporating an individual into various spheres of society's life, involving him in the culture of a particular social system, and determining the initial social status. The unique role of higher education as an institution of socialization is to attract young people into an environment whose atmosphere is filled with the spirit of rivalry in acquiring professional knowledge, prestigious and profitable work, and high social status. It cultivated certain values: knowledge, education, intellectual ability, education, involvement in the cultural life of the city or region, the prestige of the profession.

Fourth, modern society is socially mobile, and its social structure and its components are in constant motion and development. It is interested in the fact that its members are educated and proactive and adaptable, to satisfy their needs for self-determination, looking for their own place in the social space.

That higher education is a factor of social mobility and career development specialists. Realizing its social function, it instills a desire for knowledge, directs young people to master skills, promotes aspirations associated with the desire to achieve success in life and the corresponding social status.

Thus, higher education is not only one of the factors of social mobility of a person, but also the basic condition of any activity of a modern person, both socially significant, and personally oriented. Education received and produced in the process of obtaining its manners and lifestyles, as well as professional status and associated material reward give the individual the grounds to claim a higher social position and prestige.

Fifthly, higher education is an integral part of social development, taking part in the economic, social, political and spiritual processes that take place in society. Education is one of the social institutions that satisfies the society's need for the reproduction, accumulation and transfer of knowledge, skills and abilities for young and younger generations in time. The significance of this feature is

extremely increased education in modern society in terms of permanent social transformation, as it aims to provide training subjects of social action to address global challenges facing humanity.

Education as the most important precondition for socio-cultural and spiritual potential, because only through strengthening the educational potential of the country can provide its own sovereignty and achieve national unity.

All historical social changes in society have always been with the participation of higher education, and therefore, it is a powerful factor in the development of the spiritual culture of the people. Moreover, analysis of social dynamics of over thirty developed countries showed that education positively associated with several social consequences, such as improving health, reducing crime and enhancing civic engagement. [5]. Among citizens with higher education much more of that happy life, even after accounting for age, gender and income disparities.

Sixth, no less influenced by the higher education on the economic development of society. Society's ability to create and use knowledge effectively is crucial for sustainable economic growth. Nikolayenko S.M. believes that higher education contributes to the development of national economy and determines the standard of living in the country and its competitiveness in the world [6].

Education is an important component of sustainable economic growth for any country, as the quality of education affects the country's professional and intellectual potential, which is essential for the implementation of the economic development strategy. The mutual influence of higher education and economics is continuously increasing, which leads to the formation of a fundamentally new quality of their relationship.

So the world has increased significantly the importance of knowledge as one of the key factors for economic development and higher education, giving the vectors of innovation development, preparing people for the future economy, creates labor. It serves as a universal means of solving many problems of man and society, namely the effect on the recovery potential scientific society, involved in

social reproduction, the socialization of the individual, encourage economic and social development of society and promotes social mobility. Understanding this will further define the vectors of national higher education system, because the future of any society is determined by the strategy and tactics of education policy as to the extent to which education forms the man it shapes society.

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Аннотация

В статье проанализирована роль высших учебных заведений III-IV уровней аккредитации Украины и системы высшего образования в современном обществе, выявлены стратегические приоритеты и тактические задачи его развития, исследованы современные и

перспективные требования общества к личности и удовлетворения ее образовательных потребностей, определено значение высшего образования в решении многих социальных проблем.

Ключевые слова: образование, высшие учебные заведения, экономическое развитие, общество