

tasks of the social pedagogues' professional training for work with adolescents in the conditions of the modern school are determined, the knowledge and skills of future social pedagogues in the direction of implementing the main aspects of competence-oriented education are outlined, and also key professional competencies are allocated for implementation of the actual pedagogical tasks concerning formation of the children's vital competence, which should be acquired by future social pedagogy specialists. The peculiarities of the social pedagogues' professional training in higher school are highlighted, in particular, the program of a prospective specialists' special course on mastering by the social sphere professional knowledge and skills in the direction of forming the adolescents' life competence in a secondary school. The program of the special course "Theory and practice of forming the adolescents' life competence in school" is built on the modular principle and involves students studying three content modules in its structure: "Theoretical basis for the formation of the children's life competence in a secondary school", "Specificity of social and pedagogical work with adolescents in school" and "Practicum of social and pedagogical work in school with adolescents on the formation of their life competencies", each of which includes a thematic unit that covers specific knowledge on the problems of organizing social-pedagogical activities in general education institution, on the problems of the teenage environment and the peculiarities of constructing work with adolescents, on issues of forming the adolescents' life competence with the help of modern pedagogical means. The special course also provides students with creative tasks – development of social-pedagogical projects on the formation of key skills for the adolescents' life, as well as the creation and presentation of a scenario for an interactive educational activity for adolescents aimed at building their vital competencies.

The future social pedagogues' assimilation of the developed special course's basics, which has an interdisciplinary character and is based on the person-oriented learning of students in higher school, will allow them to specify and deepen professional knowledge on the issues of competence approach in education, as well as promote their effective implementation of socio-pedagogical functions in practical work.

Key words: *professional competence, future social educators, professional training, special course, competence approach in education, adolescents, general education institution, vital competence.*

UDC 331.5:378.1

Stanislav Holubiev

Simon Kuznets Kharkiv National University of Economics

ORCID ID 0000-0002-4642-8876

DOI 10.24139/2312-5993/2018.10/054-070

LABOR MARKET RESEARCH IN THE SYSTEM OF INTERNAL QUALITY ASSURANCE IN THE HIGHER EDUCATION INSTITUTION

The article defines the role of marketing-monitoring support in the system of internal quality assurance of higher education. The choice of key marketing-monitoring studies and their features are substantiated. The program and tools of labor market research in the system of internal quality assurance of higher education institution are offered. The proposed labor market research program has been tested and its results have been analyzed, the prospects for their use in the work of the HEI have been substantiated.

Key words: *labor market, higher education institution (HEI), marketing-monitoring research, competence, quality of education, system of internal education quality assurance.*

Introduction. One of the main modern requirements for higher education is the need to establish a close relationship with science and production. Nowadays, the issue of minimizing the gap between higher education, academic science and practical activity is of particular importance. In this context it's necessary to understand the current needs of the labor market, their changes and development trends. Therefore, in order to ensure a high level of education quality, it is important to create a labor market research mechanism as the key consumer of educational services.

Analysis of relevant research. L. Ilich (Ільч, 2017), M. Karpenko (Карпенко, 2015), V. Kutsenko (Куценко та Чорнодід), L. Lavrinenko (Лавриненко, 2016), O. Martiakova (Мартякова та ін., 2013) studied labor market as a tool for the education quality assurance. These studies focus on the mechanism of interaction between labor and educational services markets. The peculiarities of Ukrainian labor market, its problems and factors influencing the quality of providing educational services are considered. However, mechanisms for obtaining information on the state of labor market and ways of taking this information into account in the work of the HEI are not sufficiently considered.

The aim of the article is to develop a program and choose labor market research tools as part of the marketing-monitoring support of the system of internal quality assurance in higher education.

Research methods. The following methods were used: analysis and generalization of scientific sources, quantitative and qualitative analysis of documents for collecting data on the labor market of Ukraine, mathematical analysis for determining key features of the labor market.

Research results. Image, rating, recognition of a system of higher education in general or a separate higher education institution in the domestic and international markets of educational services is determined, first of all, by qualitative results of their activities. It is important that graduates of higher education institutions should have all the necessary knowledge, understand professional terminology, have practical skills in the relevant field, as well as the possibility of continuous improvement of their own professional characteristics. All of this directly depends on the quality of education, which is determined by the level of qualification of the curriculum developers, the innovativeness of the curriculum itself, free access to the latest achievements of scientific-technical progress, information provision of the educational process, appropriate facilities, etc. (Бпіт, 2015).

The modern competence approach in higher education focuses on the formation of certain competences in the student. However, one of the key issues is the complexity of choosing relevant competences. The procedure for introducing educational programs (1–2 years) and the term of study (4–6 years) are quite long, therefore, they often do not have time to change the environment. So, the requirements of the modern labor market are constantly

changing, so a significant part of the students at the time of graduation do not meet the actual demands of the labor market.

To the mechanisms for solving this problem when developing an educational program we refer not only taking into account modern requirements of employers, but also forecasting them for a period of not less than 5 years. To do this, it is necessary to establish effective communication between HEIs and employers. However, practice shows that requirements for employees at the same positions may vary significantly depending on the place of work. This is especially true for such unclearly defined positions as “manager” and “administrator”. Thus, in the current Classifier of Occupations there are 58 professions named “manager” depending on the sphere of activity (*Національний класифікатор України «Класифікатор професій ДК 003 : 2005»*). This situation is aggravated by employers who may incorrectly name positions for which they are seeking employees, especially when these positions envisage a rather wide range of responsibilities (which is typical for small and medium-sized enterprises). These phenomena reflect the tendencies of “blurring” the boundaries between professions, especially in relation to similar and “office” positions. The constant change in the requirements of the environment forces the majority of workers to turn into “versatile people”, who are able to adapt quickly to the implementation of new powers. This uncertainty complicates the process of initial training of workers and increases the role of advanced training and retraining.

This problem can be solved by formation of marketing-monitoring support as one of the main elements of the internal quality assurance system. It is aimed at monitoring the state of educational services provision by the institution and is considered as a specific system that provides the subject of the higher education institution administration with information on the state of the external and internal aspects of the quality of the educational services provision and promotes quick impact and adjustment of this condition to ensure efficiency and effectiveness of specialists’ training. The basis of this mechanism is collection by the subjects of management of certain information on the state of the internal and external environment of an education institution, which is realized through conducting relevant marketing-monitoring studies.

Marketing-monitoring studies are conducted in accordance with the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) (*Стандарти і рекомендації*). Today, these Standards are one of the most common approaches to ensuring the quality of education in HEI. The aim of the ESG standards is to assist and identify benchmarks for higher education institutions in developing their own quality assurance systems and for agencies that carry out independent audits.

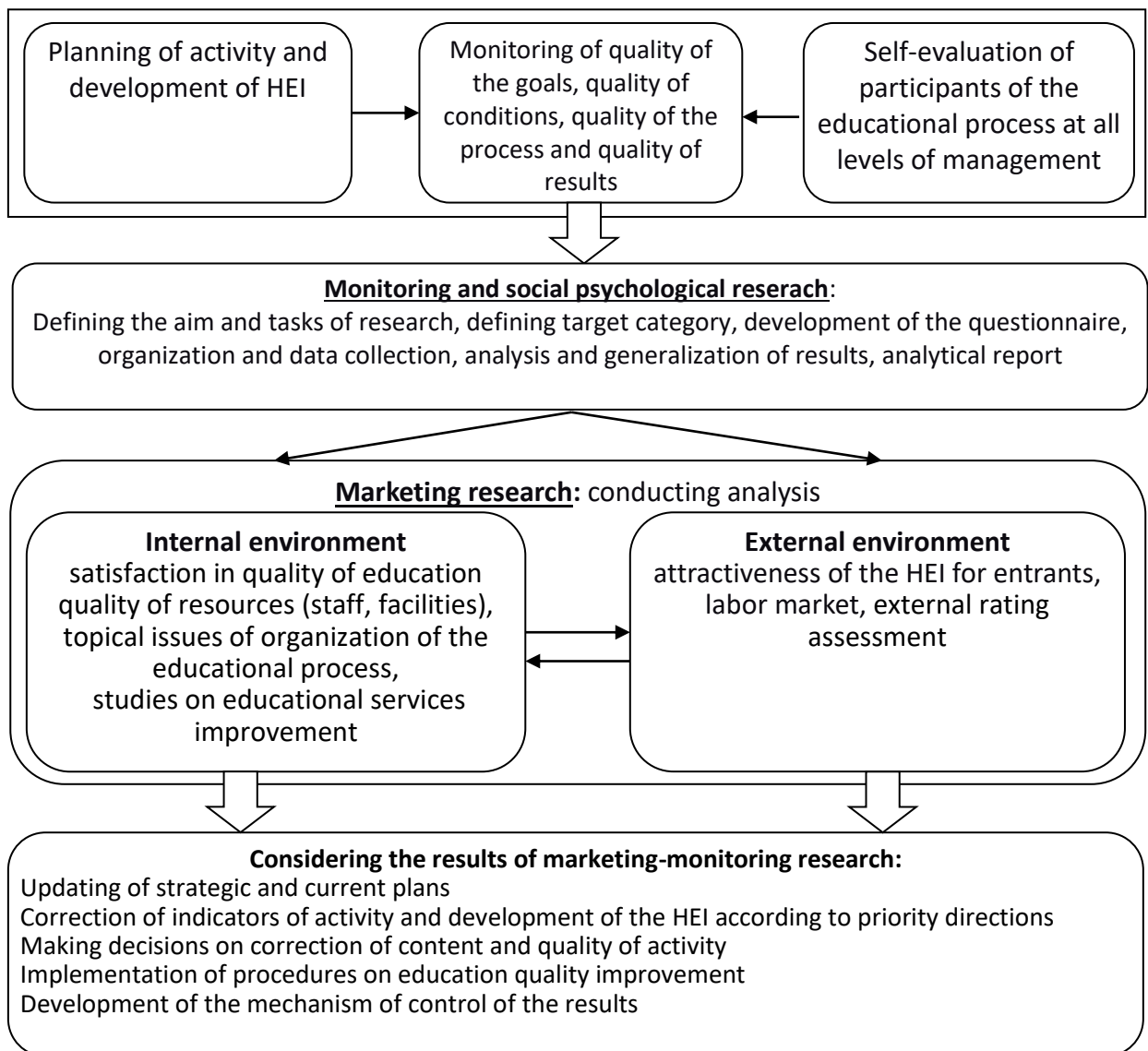


Fig.1 Marketing-monitoring research in the system of planning, monitoring, self-evaluation of activity and development of HEI

Marketing-monitoring studies correspond to the list of standards. Thus, getting up-to-date information on labor market requirements allows developing educational programs of better quality (it corresponds to Standard 2 “Development and approval of programs”). Collection data on students’ views about studying in HEIs and taking them into account in the process of making managerial decisions is one of the elements of a student-centered approach (Standard 3 “Student-centered Learning, Teaching and Evaluation”). Collection of internal and external information is the basis for effective information management (Standard 7 “Information Management”). The regularity of research makes it possible to monitor continuously the state of the internal and external environment and adapt the educational programs accordingly (Standard 9 “Current monitoring and periodic review of programs”).

For the effectiveness of the internal quality assurance system, marketing-monitoring studies should cover all stages of the educational services provision.

So, the first study – “Motives for choosing a higher education institution” – involves identifying the competitive advantages of HEIs, which attract entrants most of all and played a key role in choosing. In addition to identifying the competitive advantages of the HEI, respondents choose the most important, from their point of view, life skills and orientations, which allow assessing the expectations of higher education and the priorities of modern entrants. The procedure for this study involves conducting an online survey of entrants during the submission of documents for passing the competition to the HEI. It is expedient to conduct a survey using an online questionnaire, since the procedures for submitting documents to Ukrainian HEIs can now be conducted online. Based on the collected information, the most important competitive advantages of HEIs and their priority competences on the basis of maximum ratings of respondents are determined. In addition, the profile of the entrant who is interested in this HEI is developed based on his socio-demographic characteristics (sex, place of residence, etc.). It allows understanding what the target audience of HEI is, what characteristics are important and interesting. On the basis of this information, a marketing strategy for the HEI development will be worked out.

The next study – “Satisfaction with quality of the educational process” evaluates the degree of student’s satisfaction with learning process (based on the assessment of individual subjects). It is conducted among undergraduate students of 4 year of study and provides an assessment of all aspects of the educational process. The data collection procedure also involves the use of online surveys. The survey covers evaluation both of the learning process and its results.

The next study is “Labor Market Monitoring”. It is aimed at determining the state and prospects of development of the labor market in the specialties, in which HEI trains specialists. In addition, the study allows determining the list of competences that are relevant for each specialty, as well as universal for all specialties (Fig. 2).

The research procedure involves, firstly, the method of analyzing documents on the status of the world and Ukrainian labor market. The next step is to conduct a content-analysis of vacancy queries provided by employers.

In more detail, the procedure for conducting the study is presented in Table 1.

The first stage is definition of the global trends in the development of the labor market. It provides an analysis of research of international organizations and world scholars’ research on the status and trends of the world labor market.

In the analysis of these studies, it should be taken into account that rigorous studies are conducted rarely (once every 3–5 years), especially if they relate to trends and predictions. Therefore, when conducting an annual survey, you can use previous studies, however, taking into account their creation time and check for compliance with the proposed projections.

The main advantage of analyzing these studies is their thoroughness and the possibility to generalize conclusions about the problem. Therefore, the results of these studies can determine general trends, without taking into account the specifics of the region or specialty.

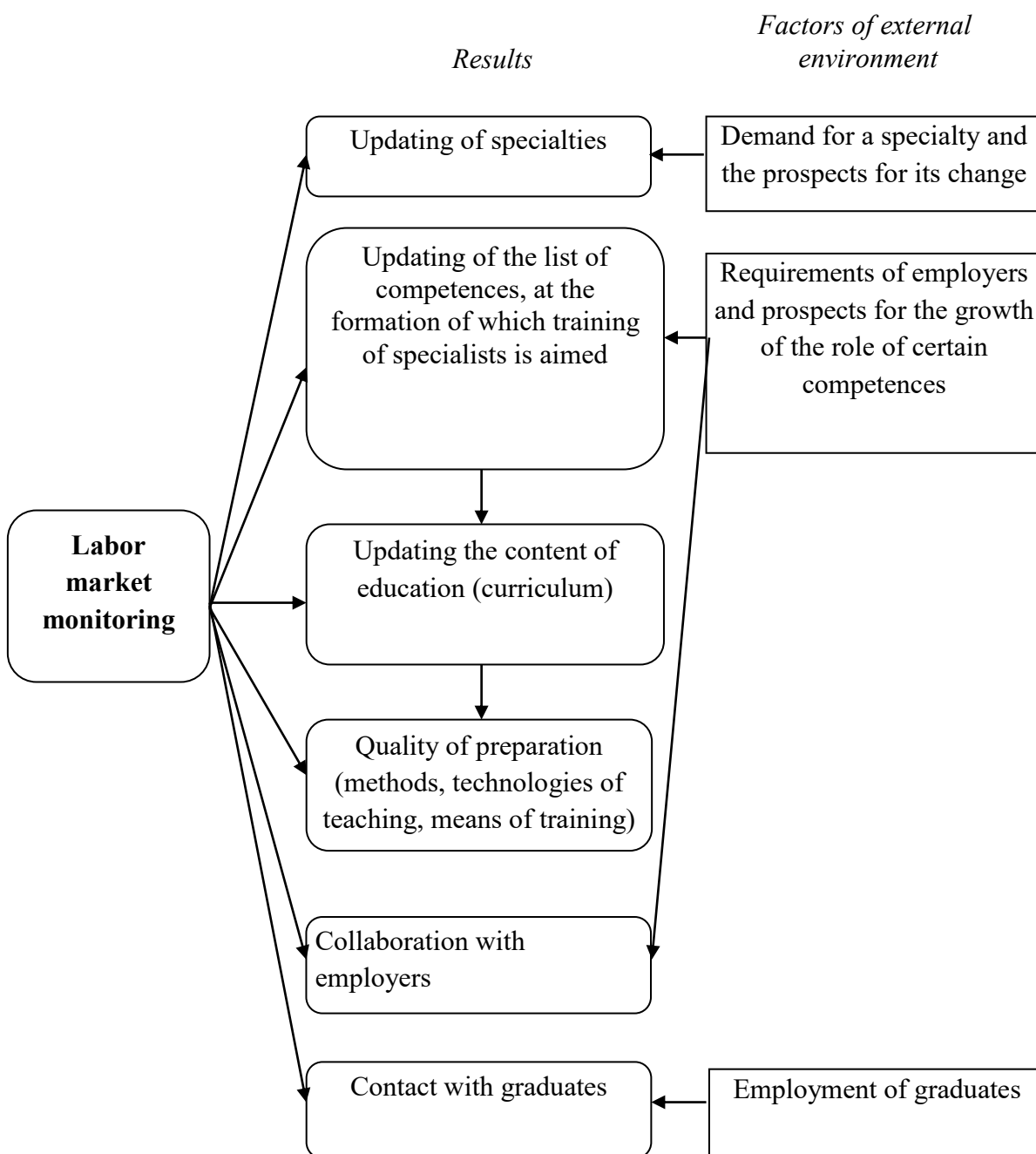


Fig. 2. Use of the results of the study “Labor Market Monitoring” of internal quality assurance in HEI.

Table 1

The order of conducting research “Labor Market Monitoring”

Stage of research	Procedure	Sources	Results
1. Definition of general world tendencies of labor market development	Analysis of research on the world labor market and trends in its development	1. Research of international organizations. 2. Research of world-known scientists	1. List of the most topical universal competences and trends in changing their list. 2. Trends in the development of the world labor market (changing demand in the specialties and the emergence of new ones). 3. Features and prospects of the development of individual specialties (in which the students are trained in HEI)
2. Determination of peculiarities of the Ukrainian labor market	Analysis of studies on the Ukrainian labor market and trends in its development	1. Research of international organizations on the Ukrainian labor market. 2. Research of domestic scientists	1. A list of the most relevant general competences and trends in changing their list. 2. Trends in development of Ukrainian labor market (changing demand in the specialty). 3. Determination of the differences of Ukrainian labor market from the world labor market
3. Labor market analysis	Content analysis of vacancy announcements for positions where graduates of HEI can work	1. Domestic job sites	1. Updated list of the most relevant general competences. 2. Assessment of demand for individual specialties of HEI. 3. Determination of the list of general and professional competences for each specialty

So, in 2016, the World Economic Forum in Davos presented a list of the most demanded professional skills in 2020 (*Офіційний сайт Всесвітнього економічного форуму в Давосі*).

1. Integrated multilevel problem solving.
2. Critical thinking.
3. Creativity in the broadest sense.
4. Management skills.
5. Interaction with people.
6. Emotional intelligence.
7. Own opinion and acceptance.

8. Client-centeredness.
9. Ability to negotiate.
10. Flexibility of thinking.

This list of competences is quite universal; it is relevant for almost all specialties of economic and managerial profile. However, it should be noted that, depending on the specialty, the priority of one or another competence may vary. For example, for a financial analyst, emotional intelligence is not as important as the flexibility of thinking.

In addition, the study of the previous results of the assessment of the demanded skills, allows us to talk about global development trends. So, compared with 2015, creativity, critical thinking, and emotional intelligence have become more relevant skills, while negotiation skills, quality control and interaction with people – less. That is, the issues of quality of processes are becoming less relevant and critical analysis of information and creative problem solving – more important. It testifies the gradual spread of a creative approach to problem solving. At the same time, there are changes in the approach to interaction, instead of the skills of negotiation and interaction with others becomes more relevant skills of understanding others. That is, the emphasis is put on the understanding of own and others' emotions as the underlying foundations for ensuring effective interaction.

The final result of the analysis of world trends is definition of the peculiarities and prospects of the development of individual specialties. Such studies are carried out quite rarely; therefore it is difficult to distinguish the actual information on the state of a particular specialty. Another problem is the ambiguity of understanding the nature of profession and differences in the work responsibilities of employees. Therefore, such studies are usually conducted only for generalized specialties (for example, manager, economist, etc.). When analyzing them, it is important to answer the following questions:

- Will the content of profession change? (globalization and informatization qualitatively change the content of individual specialties, which should be taken into account when preparing the relevant specialists for the future);
- How will the demand for a profession change for 5–10 years? (the process of training specialists in HEI takes a certain period of time, in this case not a modern request, but a future one should be taken into account);
- What can affect this demand? (understanding the factors that influence or may influence in the future the demand for a specialty allows predicting more effectively a changing environment).

When conducting an annual monitoring of the labor market, such a study makes sense only for the most popular specialties in the HEI (the study of small specialties that have a very narrow profile is not relevant). One of the most widespread specialties is the manager. The study of futurist Jacob Morgan “10 qualities of the future manager” highlights the following skills (Morgan):

1. Leadership.
2. Ability to pave the way (eliminating obstacles that interfere with subordinates).
3. Understanding technologies.
4. An example for others (the first to introduce new technologies and behavior patterns).
5. Demonstrates vulnerability (ability to ask for help, to admit wrong, to speak fluent about lack of knowledge in any area).
6. Trust in the collective mind (he believes that it is more competent than his own).
7. Leader (capable of activating the work of others, infecting others with his enthusiasm).
8. Provides feedback in real time.
9. Observes personal boundaries (clearly adheres to the boundaries of the personal space of subordinates, respects subordinates' interests).
10. Ready to meet the future worker (he is open to changes, encourages and implements them in practice).

The second stage involves analysis of domestic sources regarding the peculiarities of the state and development of Ukrainian labor market. The main problem of this stage is lack of qualitative research, especially regarding prospects and development trends. The majority of domestic research studies concerns the current state of the labor market and there is almost no research on prediction.

Ukrainian labor market has some peculiarities in comparison with other countries (Єсінова, 2013, p. 6):

- 1) inaccuracy and concealment of information about the real state of the labor market and its development;
- 2) low productivity, resulting in low wages;
- 3) uneven distribution of labor resources on the territory of the state;
- 4) deformation in the sectoral structure and vocational qualifications;
- 5) hidden unemployment remains.

A small number of qualitative research on the labor market can be explained by its key feature – the lack of reliable information on the labor market. Most employers are trying to conceal information about the real income of employees. In addition, hidden unemployment (part-time work) is often observed. In such conditions, even the information that is well developed by the State Statistics Service of Ukraine is insufficient for a qualitative assessment of the labor market and construction of a forecast for its development. However, despite this, the use of official statistics allows making conclusions on general state of the labor market (Table 2)

Table 2

Demand, supply and employment of the labor force (thousand people)*(Офіційний сайт Державної служби статистики України)*

Indexes	2015	2016	2017
The number of citizens who were unemployed, at the end of the period	1435,2	1270,4	1138,4
The unemployed population of working age (according to the ILO methodology)	1654,0	1677,5	1697,3
The number of registered unemployed in the reporting period	490,8	390,8	354,4
The need for workers to replace job vacancies, at the end of the period	25,9	36,0	50,4
Number of registered unemployed persons who were employed in the reporting period	444,7	409,0	398,6

So having analyzed Table 2, we can trace gradual narrowing of the official labor market and correction of the unemployment situation in Ukraine. Thus, the number of citizens having the status of the unemployed, the number of registered unemployed and the number of employed people are gradually decreasing; however, the need of employers is increasing. In 2016, the number of employed began to exceed the number of registered unemployed (in 2017 the difference is even greater). However, the drop in the number of unemployed is much higher than employment. This is due to the fact that a significant number of unemployed people were not employed at all, therefore, after a certain period of time, they were removed from registration. However, according to the International Labor Organization (ILO) methodology, the number of unemployed is gradually increasing. Therefore, we can state that there is a refusal of official mechanisms of employment and transition of the labor market to the shadow. Therefore, for the qualitative evaluation and forecasting of the labor market it is not enough to use the data of the state statistics.

Labor market forecasting is usually carried out by individual experts (for example, for business journals), and is limited to the forecast for the current year. First of all, forecasts reflect general quantitative trends in the labor market (growth of vacancies/proposals, wage changes, etc.). However, these studies generally apply to the entire labor market in general rather than to individual specialties.

Determining characteristics of the labor market of an individual specialty also faces a number of problems (lack of qualitative research, complexity with collection of objective information). Besides, there is a problem of ambiguous understanding of the essence of the profession. Most professions have a rather wide and ambiguous range of responsibilities, and the requirements of employers for such employees can vary significantly. This information can be obtained in the third stage – the analysis of the labor market. It provides

content analysis of vacancy announcements for positions where graduates of HEI can work. The source of information about vacancies may be the most popular sites for employment (work.ua, rabota.ua, etc.). The procedure for collecting information consists of the following stages.

The first step is to determine the list of specialties that will be investigated and positions that these specialists may occupy. This information can be taken from open sources (website of the university) and specified at the graduating departments.

The second step is to identify the sites and sections where the information about the ads will be collected. In order to collect information the most popular job sites are chosen. Based on information about positions that graduates can take, sections of the sites are selected where can be found the appropriate vacancies. Outlining of the sections is important because at the sites employers often place and name the ads incorrectly.

In the third stage, the primary selection of vacancy announcements is made, which involves viewing job ads in the relevant section and collecting certain information from them (Table 3). The template only includes vacancies in which graduates of HEI can work according to their specialty. It should be noted that some adverts are not included in the process of looking at job advertisements (incorrectly filled ads, proposed posts do not correspond to specialties of HEIs, etc.).

Table 3

Template for filling vacancy information

The site	The section of the site	Position	Enterprise	Education	Experience	Professional qualities	Personal qualities	Additional Information	Possible specialties
1	2	3	4	5	6	7	8	9	10

The first and second columns are intended to determine the location of the ad.

The third column is a position offered by employers.

The fourth column is the company that submitted the ad (this information may be required to remove identical ads).

Fifth – required education. In this column, besides the level of education, information about its profile is given.

Sixth – work experience. This column provides information on the required work experience, including its profile.

Seventh – professional qualities. This column contains a list of professional requirements for the applicant, that is, the skills that are directly needed to perform the work (language skills, software, professional abilities and skills of performing specific work).

Eighth – personal qualities. These are the qualities that characterize the applicant's identity, not professional level (responsibility, communication skills, purposefulness, etc.).

The ninth is additional information provided in the ad. It can include both requirements and benefits (place of residence, age, gender, part-time, flexible work schedule).

All ads appearing in the relevant sections within a certain time interval (week, two weeks, month) are added to the template and correspond to the specialties of HEI. With this approach, the structure of queries (the number of requests for each specialty) does not change in the process of analysis. However, the choice of the study period plays an important role. Thus, it is inappropriate to conduct research during mass vacations (summer months) and official holidays (winter and May holidays).

At the fourth stage, the analysis of the received information according to the following program is carried out.

1. Adequacy of the ad for a specific specialty is established (column 10 of table 3 is filled in). It should be taken into account that several specialties may be indicated (especially in economics and management).

2. Full account of all ads and removal of duplicates are conducted (some ads may be in several sites, sections, in addition, they can be repeated within the same section twice).

3. The ads are sorted depending on the specialty to which they relate, which is based on the 10th column. Individual ads may be listed in several specialties.

4. Content analysis for each specialty is conducted. As a result, it is determined:

- list of positions and their percentage ratio within a separate specialty;
- requirements for education, which are differentiated into the “level of education” (according to such criteria as “without education”, “secondary special”, “higher”) and specialization (“any”, “branch of knowledge”, “special”);
- requirements for experience, which are determined by “duration” (according to such criteria as “without experience”, “1–2 years”, “3 years and more”) and “specialization” (“any”, “specific”);
- requirements for professional qualities, where, in addition to the list of these qualities, their popularity is determined (as a percentage of the total number of ads);
- requirements to personal qualities, where, in addition to the list of these qualities, their popularity is determined (as a percentage of the total

number of ads). It should be noted that in the analysis of personal qualities it is advisable to generalize the ads with similar content;

- specific requirements, where additional information is analyzed and generalized.

5. Analysis of research results. Provides the following procedures:

- development of standard requirements for each specialty;
- identification of the most demanded personal qualities (on the basis of research of TOP-5 qualities for each specialty);
- structuring of personality traits according to the groups of competencies of the TUNING project.

An approbation of the proposed methodology for labor market analysis was conducted.

Between 01.03.2016 and 31.03.2016, more than 1300 job vacancies were processed, which are marked as such, for which graduates can apply for a definite specialty. During the monitoring it was established that among the specialties of the Simon Kuznets Kharkiv National University of Economics most of the vacancies were in such specialties as “Management”, “Accounting and Audit”, “Computer Science”.

Higher education requires only 60–70 % of the vacancies, and the profile higher – only 10–15 % (in some specialties, even 5 %). 50–70 % of vacancies require an experience of 1–2 years, usually a profile. Experience is not important only for 20–30 % of vacancies.

Among the professional competences that are required in all specialties there are:

1. Knowledge of the PC (MS Office products) – an average weighted score of 36,7 %,

2. Language training (both in foreign and native languages) – 18,2 %.

It should be noted that knowledge of the PC (30–60 % of requests) is most important in most specialties than professional competence (15–50 % of requests). That is, employers more often indicate the need for knowledge of the PC than specific professional skills or work experience.

In certain specialties, employers have paid special attention to professional competences. They are important for such specialties: accounting and audit, marketing, information management systems and technologies, tourism, personnel management.

Among personal qualities the most demanded are: communicability (24,85 %) and responsibility (18,41 %). In addition, important qualities are: attentiveness (11,46 %), focus on the outcome (9,46 %), stress resistance (8,46 %).

TOP-5 of the most sought after personal qualities for each specialty was investigated. The analysis of the results has shown that among the 15 specialties that were analyzed in the research, to the TOP-5 more often were referred communicability (13 specialties) and responsibility

(12 specialties). Among other personal qualities, considerable values gained attentiveness (7 specialties), the focus on the result (6 specialties) and stress resistance (5 specialties). That is, it can be concluded that communicability and responsibility are the most universal qualities (which are needed in almost every specialty). The other 3 qualities are also quite important, but their need is conditioned by the peculiarities of professional activity.

Compared to the list of the most demanded skills in 2020 presented at the Davos World Economic Forum, it can be said that Ukraine is far behind the current trends in the labor market. So among the list we have received, only communicability is referred to the most relevant competences.

Conclusions. Marketing-monitoring support is a system that provides the subject of the educational process management in higher education institution with information about the state of the external and internal aspects of the quality of educational services provision and promotes quick impact and adjustment of this condition to ensuring the efficiency and effectiveness of specialists' training. It allows identifying and taking into account the peculiarities of external and internal environment in the process of developing strategic goals and building a marketing strategy for the HEI. This information is obtained through conducting relevant marketing-monitoring studies (motives for choosing HEI, monitoring of the labor market, assessment, satisfaction with education quality, external rating assessment, etc.).

Conducting these studies is an important element of the internal quality assurance system. Marketing-monitoring research is an integral part of the quality assurance system based on the ESG Standards. These studies facilitate the process of gathering information in order to substantiate and make managerial decisions about development of the HEI, implementation of appropriate measures and control over the results of work.

Marketing-monitoring support consists of a list of studies that form a system for collecting information. One of the key studies is monitoring of the labor market. Its main goal is to determine the status and prospects of the development of the labor market and the requests of employers in the specialties that HEI propose. On the example of labor market monitoring, the procedure for conducting a marketing-monitoring study is considered. It consists of defining the goals and objectives of the research, sources of information (including definition of the target audience and sample), data collection, data analysis and formulation of the results. The results of this study can be used in determining the list of specialties and relevant competences, clarifying the content of educational programs, improving teaching methods and technologies, ensuring cooperation with employers, and improving the quality of graduates training for their future work. In general, labor market research can increase satisfaction of educational needs of consumers, overcome competition with other HEIs, increase market share, and increase the volume of the educational services.

REFERENCES

1. Morgan, J. *10 Principles of The Future Manager*. Retrieved from: <https://thefutureorganization.com/10-principles-future-manager/>
2. Бріт, О. В. (2015). Вимоги сучасного ринку праці до фахівців з вищою освітою. *Інвестиції: практика та досвід*, 6, 39–42 (Brit, O. V. (2015). Requirements of the modern labor market for specialists with higher education. *Investments: Practice and Experience*, 6, 39–42.
3. Єсінова, Н. І., Мельник, О. В. (2013). Особливості українського ринку праці. *Економічна стратегія і перспективи розвитку сфери торгівлі та послуг*, 2 (1), 125–130 (Yesinova, N. I., Melnyk, O. V. (2013). Features of the Ukrainian Labor Market. *Economic Strategy and Prospects for the Development of Trade and Services*, 2 (1), 125–130.
4. Ільїч, Л. М. (2017). Взаємодія ринків праці та освіти: сутність, характерні риси та модель функціонування. *Економіка та держава*, 4, 69–74 (Ilich, L. M. (2017). Interaction of labor and education markets: essence, characteristic features and model of functioning. *Economy and state*, 4, 69–74.
5. Карпенко, М. (2015). Кореляція ринків праці й освіти в Україні: актуальні проблеми та шляхи їх розв'язання в руслі реформування вітчизняної освіти. *Аналіт. зап. Серія «Гуманітарний розвиток»*, 25. Режим доступу: <http://www.niss.gov.ua/catalogue/14/> (Karpenko, M. (2015). Correlation of labor and education markets in Ukraine: actual problems and ways of their solution in the course of reformation of the national education. *Analytical Notes. Series "Humanitarian development"*, 25. Retrieved from: <http://www.niss.gov.ua/catalogue/14/>
6. Красносова, О. М., Педоренко, Д. А. (2014). Аналіз поточного стану ринку праці України. *Вісник Хмельницького національного університету. Економічні науки*, 2 (2), 149–152 (Krasnosova, O. M., Pedorenko, D. A. (2014). Analysis of the current state of the labor market of Ukraine. *Bulletin of Khmelnytskyi National University. Economic Sciences*, 2 (2), 149–152.
7. Куценко, В. І., Чорнодід, І. С. Ринок праці та освітніх послуг: шляхи оптимізації їх взаємодії у контексті вимог інформаційно-інноваційного суспільства. *Економіка. Проблеми економічного становлення*. Режим доступу: http://archive.nbuv.gov.ua/portal/soc_gum./vapsv/2010_3/St_7.pdf (Kutsenko, V. I., Chornodid, I. S. Labor Market and Educational Services: Ways to Optimize their Interaction in the Context of the Requirements of Information and Innovation Society. *Economics. Problems of economic formation*. Retrieved from: http://archive.nbuv.gov.ua/portal/soc_gum./vapsv/2010_3/St_7.pdf.
8. Лавриненко, Л. М. (2016). Взаємодія та взаємозв'язок ринку праці та ринку освітніх послуг. *Вісник Миколаївського національного університету імені В. О. Сухомлинського*, 9, 592–596 (Lavrynenko, L. M. (2016). Interaction and Interconnection of the Labor Market and the Market of Educational Services. *Bulletin of the Mykolaiv National University named after V. O. Sukhomlynskyi*, 9, 592–596.
9. Мартякова, О. В., Снігова, С. М., Мудра, О. В. (2013). Регулювання взаємодії ринків освітніх послуг та праці на основі механізму управління їх якістю. *Маркетинг і менеджмент інновацій*, 3, 154–168 (Martiakova, O. V., Snihova, S. M., Mudra, O. V. (2013). Adjustment of the interaction of markets for educational services and labor on the basis of a mechanism for managing their quality. *Marketing and management of innovations*, 3, 154–168).
10. *Національний класифікатор України «Класифікатор професій ДК 003: 2005»*. (2005). К.: Соцінформ. Режим доступу: <http://zakon2.rada.gov.ua/> (*National Classifier of Ukraine "Classification of occupations DK 003: 2005"*). (2005). K.: Sotsinform. Retrieved from: <http://zakon2.rada.gov.ua/>.

11. *Офіційний сайт Всесвітнього економічного форуму в Давосі*. Режим доступу: <https://www.weforum.org/agenda/2016/01/the-10-skills-you-need-to-thrive-in-the-fourth-industrial-revolution> (*The official website of the World Economic Forum in Davos*. Retrieved from: <https://www.weforum.org/agenda/2016/01/the-10-skills-you-need-to-thrive-in-the-fourth-industrial-revolution>).

12. *Офіційний сайт Державної служби статистики України*. Режим доступу: <http://www.ukrstat.gov.ua/> (*Official site of the State Statistics Service of Ukraine*. Retrieved from: <http://www.ukrstat.gov.ua/>).

13. *Стандарти і рекомендації щодо забезпечення якості в Європейському просторі вищої освіти (ESG) (2015)*. К.: ТОВ «ЦС» (*Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) (2015)*).

РЕЗЮМЕ

Голубев Станислав. Исследование рынка труда в системе внутреннего обеспечения качества в учреждении высшего образования.

В статье определена роль маркетингово-мониторингового сопровождения в системе внутреннего обеспечения качества высшего образования. Обоснован выбор ключевых маркетингово-мониторинговых исследований и их особенностей. Предложена программа и инструменты исследования рынка труда в контексте формирования системы внутреннего обеспечения качества образования. Проведена апробация предложенной программы исследования рынка труда, проанализированы его результаты и обосновано их использования в работе УВО.

Ключевые слова: рынок труда, учреждение высшего образования (УВО), маркетингово-мониторинговое исследование, компетентность, качество образования, система внутреннего обеспечения качества образования.

АНОТАЦІЯ

Голубев Станіслав. Дослідження ринку праці в системі внутрішнього забезпечення якості в закладі вищої освіти.

У статті визначено роль маркетингово-моніторингового супроводу в системі внутрішнього забезпечення якості вищої освіти. Висока динамічність сучасного суспільно-економічного розвитку обумовлює гнучкість освітньої діяльності й освітнього процесу за рахунок урахування в навчальних планах і програмах мінливих вимог зовнішнього та внутрішнього середовища, що потребує створення системи збору цієї інформації через проведення маркетингово-моніторингових досліджень. На основі аналізу літератури обґрунтовано вибір ключових маркетингово-моніторингових досліджень та визначено їх особливості. Комплексне дослідження всіх етапів надання освітніх послуг дає змогу зібрати якісну інформацію щодо внутрішнього й зовнішнього стану ЗВО

Ключовим маркетингово-моніторинговим дослідженням є вивчення ринку праці та його вимог. Тому в роботі запропоновано програму та інструменти дослідження ринку праці як елемента системи внутрішнього забезпечення якості освіти. Ця програма передбачає комплексну оцінку світового й національного ринків праці, визначення їх ключових проблем і тенденцій розвитку. Результатом такого дослідження є перелік загальних та професіональних компетентностей, що є актуальними для спеціальностей, за якими ЗВО проводить навчання. Важливим аспектом є вивчення тенденцій змін попиту на спеціальності та прогнозування актуальних компетентностей у майбутньому.

У роботі проведена апробація запропонованої програми дослідження ринку праці та проаналізовано його результати. Згідно з отриманими результатами змінюються ключові компетентності. Так, проблеми якості процесів стають менш актуальними, а критичний аналіз інформації та творче вирішення проблем – більш важливим. Крім того, замість навичок ведення переговорів та взаємодії з іншими зростає роль навичок розуміння інших. Український ринок праці частково віддзеркалює ключові світові тенденції, зокрема інформатизацію, однак все одно значною мірою відстає від сучасних світових процесів (на 5–10 років). Тому визначення особливостей світового ринку праці дозволяє побудувати прогноз ключових напрямів розвитку вітчизняного.

Ключові слова: ринок праці, заклад вищої освіти (ЗВО), маркетингово-моніторингове дослідження, компетентність, якість освіти, система внутрішнього забезпечення якості освіти.

УДК 378.091.39 - 057.87:796.342 (043.3)

Юрій Гришко

Еколого-природничий ліцей № 116, м. Київ

ORCID ID 0000-0002-0818-9130

DOI 10.24139/2312-5993/2018.10/070-081

РОЗВИТОК РУХОВИХ ЯКОСТЕЙ СТУДЕНТІВ ТЕХНІЧНИХ УНІВЕРСИТЕТІВ ЗАСОБАМИ НАСТІЛЬНОГО ТЕНІСУ В ПОЗААУДИТОРНІЙ ДІЯЛЬНОСТІ

У статті розглянуто проблеми вдосконалення фізичного виховання студентів, особлива увага приділена розвитку рухових якостей студентів засобами настільного тенісу. Проведений експеримент дозволив розробити програму розвитку рухових якостей студентів у процесі фізичного виховання в технічному університеті засобами настільного тенісу в позааудиторній діяльності. Отриманні дані свідчать про ефективність упровадження експериментальної програми.

Ключові слова: фізичне виховання, студенти, позааудиторна діяльність, рухові якості.

Постановка проблеми. Стрімкі зміни в умовах сучасного розвитку та його Європейський вектор вимагають суттєвих змін у всіх сферах життя. Ці зміни не оминули освіти. Пріоритетним напрямом державної політики є зміцнення здоров'я населення, особливо студентів, які навчаються в закладах вищої освіти. Основним засобом покращення здоров'я є рухова активність, яка може реалізовуватись як в аудиторній, так і позааудиторній формах занять.

При плануванні дисципліни «Фізичне виховання» в деяких закладах вищої освіти планують одну-дві академічні години на тиждень з метою економії, тим самим економлячи на здоров'ї студентів, що, на думку вчених, є неприпустимим.

Проблема пошуку ефективних шляхів розвитку рухових якостей, підвищення рухової активності та покращення фізичного здоров'я студентів технічного закладу вищої освіти визначає актуальність даного дослідження.