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ПРОВЕДЕНИЕ МОНИТОРИНГА КАЧЕСТВА ВУЗОВСКОГО ОБРАЗОВАНИЯ В ОБЕСПЕЧЕНИИ КОНКУРЕНТОСПОСОБНОСТИ ВУЗА *

Аннотация. В работе представлено современное состояние образования системы высшей школы в рамках мирового рынка труда в сфере образовательных услуг. Выявлена тесная взаимозависимость между качеством вузовского образования и конкурентными отношениями на рынке образовательных услуг России. В статье показаны особенности взаимодействия вузов с потребителями образовательных услуг и учета их потребностей. Проведен анализ полученных данных на выборке студентов РУДН в области оценки качества образовательного процесса, выявлены ценностные ориентиры студентов.

Ключевые слова: мониторинг качества вузовского образования, анкетирование студентов, система менеджмента качества вуза, рынок образовательных услуг, конкуренция.

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MONITORING OF THE QUALITY OF HIGHER EDUCATION IN THE UNIVERSITY COMPETITIVENESS*

Abstract. The paper presents the current state of education of higher education in the world labor market in the field of educational services. The close interdependence between the quality of higher education and competitive relations in the market of educational services in Russia is revealed. The article shows the features of interaction between universities and consumers of educational services and taking into account their needs. The analysis of the data obtained on a sample of students in the field of RUDN assessment of the quality of the educational process, identified value orientations of students.

Keywords: monitoring of quality of higher education, questioning of students, quality management system of higher education institution, market of educational services, competition.

The Russian Federation is currently experiencing acute population problems. Because of the demographic pit in which Russia fell in 2002 and which continues to the present. Thus, the statistical data of the demographic decline show that in 2017 about 4.4 million students studied at the universities of the country, while in 2009 about 7.5 million were trained [9].

Thus, such factors as depopulation of the population, lack of qualified teaching staff, increased competition in the market of educational services make it necessary to conduct comprehensive research in Russia. Such research will first of all give an opportunity to plan the development of higher education in the Russian Federation. An important tool in the acute competition is to raise the quality of higher education, good governance, flexibility of educational programs and the opportunity for students to actively participate in the international educational community through mobility [1].

The raised problem is complex, as the quality management of higher education in Russia is associated with increased competition in the market of educational services in the country, the quality of graduates and providing young professionals for the needs of the national economy. A necessary condition for ensuring the quality of higher education in Russia is to achieve satisfaction of different groups of University consumers with the quality of educational services [2,12,13].

The main consumers and stakeholders of higher education are the participants of the educational process (faculty, students, parents and employer). Of course, this community includes organizations, enterprises, the business community, government and regulatory bodies, entrepreneurs, government and international agencies that receive consulting services and use research and development of researchers of higher education [11,14,15].

In order to ensure the quality of educational services, ISO 9000 standards have been introduced in our country in this direction. ISO 9000 is a series of international standards that contains terms and definitions, basic principles of quality management, requirements for the quality management system of organizations, as well as guidance on achieving sustainable results. Thus, the ISO 9000: 2005 standard refers to the need to achieve satisfaction of all persons interested in the success of the organization's promotion and meet the requirements, needs and expectations of the organization [4,11].

Another major problem in the socio-economic development of the country is the weak link between education and production. This is reflected in the lack of adequate response of higher education to the demands of the labor market. This problem leads to the fact that every year about a quarter of graduates are not employed in their specialty. Moreover, the elimination of the system of state distribution of University graduates has caused unemployment for young professionals — University graduates. Ready-made specialists remain unclaimed in the labor market.

Another problem in this direction is the lack of feedback from the University with graduates and analysis of their employment. However, the representatives of the organizations main source of replenishment of personnel believe that institutions, rather than exchange of labour or recruitment Agency.

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Thus, the creation of a system of monitoring of higher education can become an important indicator of the system of ensuring the quality of education and can accelerate the marketing analysis of the University environment, comprehensive diagnosis of University staff and its functions in enterprises of various industries. This system can assess the potential of the University to the requirements of the labor market and a list of various recommendations for their transformation into the educational process [15].

This approach will be mutually beneficial for the University and the young specialist, as well as for the organization and the state as a whole. A mutually beneficial chain is being formed. So the business community will help the University in additional sources of investment from the business community, and the student will receive a quality education, the basis for their summer practices and internships, and in the future a guarantee of employment in the enterprise. The company is guaranteed to be provided with highly qualified trained personnel, and the country will receive social welfare and stability [2,3].

Therefore, it is important to conduct comprehensive research on problems related to the relationship between business and higher education at different levels: at the state, regional and municipal levels. The work should be based on the identification of the needs of the labor market in specialists of different categories. In this work, there is a need to introduce new disciplines in the educational standards of the country's universities. This work will improve the quality management system of education, the role of which on the one hand in the constant monitoring of the quality of education of the University and responsive to the changing needs and interests of all stakeholders in this process [5-7].

To this end, active interaction, discussion and meeting the needs and expectations of all stakeholders is essential. Therefore, in order to further improve the work and efficiency of the quality management system of education, it is necessary to constantly monitor the processes of the University, to measure its work.

It is important to note that the specifics of universities are determined by their relationship, both in the educational field and in the labor market. This specificity lies in the fact that the University receives money for obtaining knowledge and profession from the intermediate consumer — student, while the end users — organizations and enterprises — are exempt from paying for the finished product — a young specialist. Therefore, to improve the quality of education, it is necessary to actively attract business, which could regulate the supply and demand in the market of educational services. The business community, government agencies have made a request of what specialists and in what quantity it is necessary to prepare today and in the future. Society in the face of all interested in young professionals could be able to put forward requirements for professional knowledge and skills of graduates [9,10].

It is no accident that the ideas of entrepreneurial universities are in demand (for example, Skolkovo in Russia, Harvard in the USA). Such universities are now actively and effectively compete in the markets of educational services and labor. This direction reflects the aspirations of scientists, teachers, students and the business community. An important vector of development of such entrepreneurial universities is the transfer of knowledge in all its manifestations: from the transfer of technical or highly intelligent technologies to various forms of training and consultation [5].

At the same time, the Federal state educational standard (FSES) is also important. It is a set of mandatory requirements for the education of a certain level and to the profession, specialty and direction of training. The standard is necessary to consolidate the General knowledge of high school students and is of the most General nature, despite the fact that it does not reflect any professional needs or specific preferences of the labor market. An important direction and innovation for organizations in the field of education was the FSES of the third generation. This new standard notes the active involvement of students in assessing the quality of the educational process of the University, laid down in the educational standards of higher education [16,17].

An important aspect in improving the quality of education was the implementation by many universities of the internal examination of the quality of programs of educational institutions and qualifications of the teaching staff. This step is a feedback between the participants of the educational process and the market. For this purpose, universities conduct sociological, socio-cultural and psychosocial studies using a set of measurement indicators. A universal approach to determining the level of satisfaction of participants in the educational process is Express surveys, questionnaires and online testing. For example, a well-proven computer program «Assessment of psycho-emotional state» (Dmitrieva N. Yu. Glebov V. V., Rodionova O. M., 2018, application no. 2018618340). With the help of this program, the University successfully conducts annual monitoring of students and faculty, which reveal the complexity of students and teachers in the adaptation processes at the University.

The generally accepted practice of examination of educational programs and qualifications to date allows you to work with the following target audiences [7-9]:

- 1) applicants in the initial period of acceptance of documents and enrollment;
- 2) elementary students 1-2 courses;
- 3) 3rd (middle) year students;
- 4) graduate students;
- 5) graduates during the days of meetings;
- 6) employers at the time of students' summer internships and internships.

There are some difficulties in the process of examination of educational programs. Thus, when carrying out the research, the initial three audiences are quite willing to cooperate during the surveys, which allow identifying the opinions of satisfied and dissatisfied people in an anonymous survey, to explore different features of educational programs taking into account the latest changes in them. It is rather difficult to work with graduates and employers because of high employment of employers and unwillingness to pass questioning of young specialists-graduates of higher education institution.

A special role in the examination of educational programs has a time interval during which educational programs have changed, especially in recent years, when the higher school is a never-ending reform and change of the training program. This causes a dissonance in the memory of graduates as in their training and questioning respondents and researchers is difficult to understand what is meant.

Thus, the shortcomings of expert evaluation in the examination of educational programs can have their own difficulties and can be fully reflected in the Express surveys. In this regard, an important task in the organization of the questionnaire process is to focus on the target audience and the adjustment of the questionnaire in this regard. The patented computer program «assessment of psycho-emotional state» allows just making adjustments in the survey of respondents in identifying the needs and examination of educational programs of the University.

In this regard, when conducting comprehensive studies to assess the quality of education At the Russian University of friendship of peoples, we have created a questionnaire aimed at internal examination of the quality of education at once 3 target audiences: primary students (1-2 year), 3rd year students and graduates (bachelors and masters). The purpose of this survey (questionnaire) is to obtain information about the choice of a student of the University and specialty, and the quality of education at the University. Evaluation of the choice of the University entrant was carried out according to the following key parameters: the sufficiency of the choice of specialties in the universities of the city; the method of obtaining information about the University and the chosen specialty; the degree of independence of the entrant in the choice of University and specialty; timeliness and effectiveness of forms of preparation for admission In addition, we assess the psycho-emotional state of the participants of the educational process, which shows the levels of adaptation processes of students and teachers.

It is important to note that the peoples' friendship University of Russia is actively working to ensure the quality of University education in order to improve the competitive advantages of graduates in the Russian and international labor market. At the same time, when carrying out comprehensive studies in this direction, weaknesses are identified, which are analyzed and eliminated. All this is an integral part of improving the efficiency of the ore in the future. Periodically conducted in RUDN testing is based on extensive experience of the Department of forensic ecology with the course of human ecology, which conducts comprehensive research related to a wide range of adaptation issues (psychological, psychophysiological, social) students and faculty.

In the course of studies conducted over the past 10 years (2008-2018) were interviewed students 1-6 courses (total sample was 1356 people). The sample represented various faculties of PFUR (environmental, engineering, agricultural, physic-mathematical, linguistic, medical). In the questionnaire of the conducted researches 3 directions are allocated.

The first is questions that assess characteristics of choice by the applicant of PFUR as an educational institution: a young person's awareness when choosing a school, specialties. The degree of influence of social environment on the choice of University by the entrant is revealed. So characteristic problems at the most part (59.8%) of students at the choice of higher education institution were: impossibility to pay for education; the difficulties of getting a room in a hostel, the low size of a student scholarship, the complexity of psychological and psychophysiological adaptation to the University environment, the problem of nutrition, work and rest organization and self-organization.

Information about the provided specialties was received with the help of the open day of the University (48.3%) parents (31.2%), directory of applicants (23.2%), friends/ acquaintances (20.3%). Thus, the choice of University entrants is largely determined by the popularity and authority of the educational institution in society and the opportunity directly at the open days of the University to obtain comprehensive information.

The second area of research is related to the evaluation of the University as a whole and its participation in international activities in particular. Full-time students were asked questions about the priority of the University in comparison with other universities of the capital city, the quality and availability of education, research work, the future prospects of employment in Russia and abroad, international activities.

When assessing the educational opportunities of the University, the majority of students (73.9%) noted that in General, the University is able to meet educational needs, consider it an ideal of higher education, highly appreciating the prestige of the University. 77.1% of undergraduates believe that the education received in RUDN meets the requirements of employers.

In the course of our monitoring, however, highlighted weaknesses in the organization of the learning process, in particular, the majority of students of all specialties note the need for additional knowledge in the field of law, psychology, and information technology. In our opinion, it shows the request and motivation to obtain new knowledge and skills of the student, as well as the request for the qualification of a young specialist from modern employers. The high interest of students in improving the knowledge of a foreign language to increase mobility and adequate participation in the international labor market was noted.

Within the framework of this direction there were issues related to the identification of the degree of participation of students in innovative projects, in competitions of scientific, research works, further prospects in the scientific activity of students. Studies have shown that about 59.2% are going to get an additional second higher education, 67.3% to continue their education in graduate school. The choice of a real profession was indicated by 70.1% of the surveyed students who are interested in learning the chosen specialty and are ready to work on it.

The third direction was devoted to research on the evaluation of the faculties, teachers' qualification, provision of the educational process.

The majority (69.4%) of the surveyed students consider the chosen specialty important and in demand. From graduates of bachelors revealed the desire of 59.9% of respondents to continue in the chosen direction of training in the master's degree. In General, there is a high level of theoretical training in all faculties of the University. The assessment of the necessity and necessity of the read subjects showed 56.9% of the respondents, who note that the taught disciplines are necessary for them in their future profession.

Despite the high evaluation of the faculties, most of the students (89.6%) of the University note the need to increase the role of practical training at the faculties. In addition, 75.7% of respondents believe that the curriculum should expand the range of elective subjects, taking into account the constantly changing environmental conditions. At the end of the questionnaire we proposed a number of questions related to the moral and value aspects of the respondents. In particular, there are the attitude of students to such values as love, respect and understanding of each other, freedom (personal and political), financial independence, career, family, religious beliefs, tolerance. Often (78.9%) and high (81.7%) was estimated such values as: love, family (89.9%), family (79.7%), financial independence (70.7%) political (54,1%) and personal freedom (92.2%), career (89%) and friendship (93.2%).

Conclusion. In conclusion, it should be said that Russia has not developed the practice of broad and active involvement of students in assessing the quality of higher education. Only a few universities in the country (MSU named after M. V. Lomonosov, PFUR, MGIMO, Tomsk state University, Nizhny Novgorod state University, etc.) take into account the opinion of students regarding the quality of University teaching and the organization of the educational process.

Monitoring the requests of students and graduates regarding the quality of education offered by the University makes it possible to collect valuable and objective information. On its basis, it is possible to adjust and respond to the ever-changing conditions of the educational market and the labor market. This ultimately increases the competitiveness of the University.

Evaluation of the quality of education can be carried out taking into account the important moral and life values and needs of the student. These include opportunities for free education, information opportunities provided by the University to the student, the possibility of mobile student participation in international activities, the level of competence of teachers, the quality of curricula, networking with the business community and providing summer practices to the student at the prestigious and leading enterprises of the country.

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