

**DEVELOPMENT OF MODERN EDUCATION  
AND LEARNING SYSTEMS FOR PROVIDING  
KEY COMPETENCES**

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High education is the main driver of economic competitiveness in the field of economic knowledge. The increase in the number of jobs, requiring a high level of qualification, encourages young people to enter and receive higher education. In this context, maintaining a high level of quality is crucial for the attractiveness of higher education.

In a more global and mobile world, transparency about the effectiveness of higher education institutions can stimulate both competition and cooperation, and be an incentive for further improvement and modernization. However, existing international rankings may give a complete picture of university performance, overemphasis on research, while excluding other key factors that make universities successful, such as teaching quality, innovation, regional involvement and internationalization.

The global practice of research universities shows that they are given ample opportunities to commercialize research results created within the framework of the activities of such universities. They can create entrepreneurial-type legal entities (acting both as a sole founder and as a co-founder with the participation of other subjects, including teachers, business entities). That is why it is important that the normative legal acts that determine the legal status of research universities provide the possibility for the latter to create such legal entities and provide for the mechanism for realizing this possibility.

However, the mechanism for registering scientific potential and obtaining budget funding is still being tested now days.

Today, higher education is increasingly internationalized, becoming more mobile, international, open and transparent. At the same time, motivation of applicants to study, attraction of the best teachers and researchers to create and strengthen partnerships and academic cooperation with universities from other parts of the world is of key importance. This will require a special emphasis on strengthening international cooperation.

L. Armstrong, who paid special attention to the development of such directions as: the close connection of scientific research and teaching; institutional excellence; organizational changes and distance learning. Internal resources of universities should be directed primarily to stimulate new areas of research and creative activity of teachers [1].

Hungarian researchers A. Strambu-Dima and K. Veges believed that only entrepreneurial universities in the 21st century can maintain a high competitive status through:

- strengthening of internal management;
- expansion of spheres of activity;
- diversification of the resource base;
- stimulation of scientific research;
- creation of entrepreneurial culture [2].

The European Commission presented a reform strategy for the modernization of education. This strategy identifies priority areas where EU countries should do more to achieve common education goals, namely:

- increase in the number of graduates of higher educational institutions;
- improving the quality of higher education, through increased funding and investment to meet the needs of the labor market, as well as stimulating teaching and research;
- providing more opportunities for students to acquire additional skills through study or internship abroad, as well as promoting cross-border cooperation in order to increase the productivity of higher education;
- increasing the training of researchers for the development of high-tech industry;
- strengthening links between education, research and business to promote the development of innovations;
- development of a new ranking of competitive universities.

Europe's innovation potential will require knowledge partnerships and stronger links between education, research and innovation (the "knowledge triangle").

We substantiated our own definition, which differs from the existing ones by a systemic nature and consists in the university's ability to occupy and maintain stable positions in certain segments of the world market of educational services due to its powerful scientific and pedagogical potential; a developed innovative system of a higher educational institution; possession of significant intellectual capital and financial resources, which ensures high quality of education and scientific research based on the generation and commercialization of new scientific knowledge.

In our opinion, the strategic innovation program of Europe should be taken as a basis in Ukraine, according to which the main priorities for higher education are research, innovation and entrepreneurship.

The concepts of university competitiveness are of great practical importance when developing programs and strategic directions for increasing the competitive advantages of the country's educational system for the long term. Unfortunately, the places occupied by our universities in the rankings of authoritative international organizations convincingly testify to low international competitiveness. In Ukraine, there are significant prerequisites for the development of world-class education, although there are a number of factors that hinder this process.

In order to achieve and maintain a high competitive status of the university, the nature of the competitive advantages it develops is important. Intellectual capital, innovative systems, international cooperation, and financial opportunities are the determining factors for the success of universities in the economic competition for leadership in world markets. The highest standards of the quality of education in the conditions of globalization can be ensured only by increasing and diversifying the financial flows that come to the disposal of university institutions, that is, universities should be given the opportunity to diversify their incomes and take more responsibility for their long-term financial sustainability. There is a need for more targeted, sustained and increased levels of investment in education.

High quality learning and teaching should be encouraged at all levels of the education system. The key competencies for the knowledge economy and society are as follows: learn to communicate in foreign languages, entrepreneurial skills and the ability to fully exploit the potential, electronic (distance) learning.

Gaining initial work experience through internships has become important for young people in recent years, allowing them to adapt to the demands of the labor market.

A necessary condition for Ukraine's exit from the crisis state and the solution of many economic problems and national security is the development and implementation of a global strategic architecture to increase the international competitiveness of national universities. Only the high competitiveness of the national higher education institution both on the domestic and global markets can lay the foundations for the innovative growth of the state's economy and ensuring the standard of living of citizens.

### **References:**

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