

Quality of Education In Higher Education Institutions of Our Country and Innovative Directions of Increasing Competitiveness

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Annotation: This article analyzes the innovative ways of increasing the quality and competitiveness of education in higher education institutions of our country.

Keywords: innovation, higher education, competition, quality, educational service, marketing, intellectual ability, creative, international standard.

Introduction. The competition between higher education institutions in the world and the management of TOP ratings makes it important to carry out research on the effective use of marketing strategies to increase the competitiveness of higher education institutions. "In 2021, the number of students studying in higher educational institutions was 250.7 million, by 2025, it will reach 262 million, and in 2030, it will reach 414 million. people, and it is expected to reach 594 million people by 2040". This requires paying special attention to improving the quality and competitiveness of educational services in higher education, adapting the educational process to international requirements, and conducting scientific research on the use of marketing strategies to increase the competitiveness of higher education.

On Education" and the concept of development of the higher education system of the Republic of Uzbekistan until 2030 for the training of personnel with modern knowledge and skills and advanced scientific and technical achievements. In the sustainable development of the country, it is necessary to "increase the quality of personnel training, adapt human capital to the requirements of the labor market, increase the level of coverage with higher education, train highly qualified, creative and systematic thinking personnel who can make independent decisions based on international standards, demonstrate their intellectual abilities and morally mature. creating the necessary conditions for the formation of a person, creating a healthy competitive environment in the field, increasing its attractiveness, ensuring global competitiveness" are strategic tasks of the development of higher education.

In order to achieve these tasks, it is desirable to further increase the quality of education, adapt the educational process to international requirements, organize educational activities based on market needs, form the brand of higher education institutions, develop marketing strategies to increase the competitiveness of higher education, and expand the scope of scientific research in their effective use.

Decrees of the President of the Republic of Uzbekistan No. PF-60 of January 28, 2022 "On the development strategy of New Uzbekistan for 2022-2026", No. PF-5847 of October 8, 2019 "On approval of the concept of development of the higher education system of the Republic of Uzbekistan until 2030", PQ-4391 dated July 11, 2019 "On measures to introduce new management principles into the system of higher and secondary special education ", dated June 5, 2018 PQ-3775 serves to a certain extent in the implementation of the tasks specified in the decisions "On additional measures to increase the quality of education in higher education institutions and ensure their active participation in comprehensive reforms implemented in the country".

Analysis and results. As a result of the reforms carried out in our country in recent years, a lot of work is being done in the higher education system. The main attention was focused on creating ample

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opportunity and necessary conditions for the education of students and young people. As a result, over the past 7 years, the number of higher educational institutions has increased from 77 to 210, and admission to them has increased by 3.5 times.

Higher education coverage of youth increased from 9 percent to 39 percent.

The educational process in higher education institutions was completely transferred to the credit-module system. It is in this credit-module system that a number of problems arise. Among these are the repetition of subjects in the teaching of economic sciences in undergraduate and graduate specialties, transparency in the evaluation system, preparation of subject syllabuses, the results of their study, problems in the preparation of educational literature, high teaching load of professors, problems in the preparation of BMI and MDs, etc.

As we know, academic and financial independence was granted to 41 higher educational institutions in our republic, and an opportunity was created to ensure financial stability, strengthen the material and technical base, and determine the admission parameters based on the contract. The procedure for independent development and approval of curricula and educational programs by each higher education institution was introduced.

Based on the new standards and qualification requirements, curriculums for 625 bachelor's courses and 634 master's specialties and more than 4.7 thousand educational programs were developed and approved in accordance with the credit-module system. The number of subjects unrelated to the specialty was reduced by 2 times. In the admission to higher education institutions of the Republic, a separate admission rate for girls based on state grants was allocated. From 2021, the state grant for women with children from needy families has been doubled.

It is important to use the modern marketing concept and principles aimed at increasing the competitiveness of education, paying particular attention to the current demand in real economic sectors and sectors for specialists being trained in the country.

The modern innovative economy is characterized by a completely new concept of marketing activity - the concept of marketing based on mutual relations, according to which the enterprise (or institution) must continuously improve products (services) and marketing methods during its activity.

The strategy of fundamental changes in Uzbekistan is based not only on local values, experience and traditions, but also on the use of advanced foreign experience. In the process of reforming the national education system of Uzbekistan, the educational model of foreign countries, first of all, the elements of the Asian educational model, are being successfully used.

In the last decade of the 21st century, higher education institutions have to optimally mobilize their existing potential and resources to gain leadership in the conditions of the rapid development of science, technology and innovation (STI) in order to meet the new requirements of the changing environment in the global space, the new needs to ensure the effective implementation of their social mission in society, and the development strategy of their activities. and requires a long-term review.

Research confirms that the system of objectives based on the vector of strategic management system "6i model" in accordance with the experience of higher education institutions of developed countries is the main factor of competitiveness of universities in the market of education and scientific research (Fig. 1). "6i model" (internationalization, innovation, interdisciplinary, inclusion, impact, intersectoral) of the strategic marketing management system aimed at gaining the leadership of universities in the market of educational services, strengthening the competitive position by including the factors of inclusive education and internationalization "internationalization; It embodies the development trend in the format of the "University 3.0" model, embodying the 6 main goal elements of interdisciplinarity, intersectoral interdependence, innovation, interactivity, inclusiveness: internationalization, intersectoral interdependence, innovation, inclusiveness, interdisciplinary interdependence, interactivity ik.



This "6i" model embodies an arsenal of factors that make it possible for universities to take an active position in the national and global competitiveness of educational services. This model relies on top-down and bottom-up feedback channels, which allow the creation of flexible support structures and mechanisms to maximize its relevance and use within the university.

Based on this model, the university's activity development strategy embodies a combination of three action principles (intersectoral interdependence, innovation, reactivity) and 3 main principles of cooperation, such as internationalization, interdisciplinary interdependence, and inclusiveness, which represents the social mission of the university. Therefore, these principles of strategic development of the university create an opportunity to adapt the competitiveness of the higher education institution not only on a national, but also on a global scale.

National rating of higher education institutions has been published in recent years in order to create a healthy competitive environment among higher education organizations, to raise the quality of education to a higher level, and to help them enter international rankings.

According to the international experience, the main criterion of the activities of prestigious universities in the world is the academic reputation, the effectiveness of scientific research activities and the quality of personnel. These indicators are implemented by professors and teachers publishing articles in high-impact-factor journals, increasing citation rates, increasing investment attractiveness, attracting foreign education and science technologies, and establishing mutually beneficial cooperation of education-science-production.

In our opinion, in order to further increase the scientific potential of the higher educational institution and the competition among professional education providers, in order to attract highly qualified specialists and professors, the funds of the extra-budgetary development fund established in the higher educational institutions should be allocated to the performance criteria (KPI) for the professors and teachers and foreign experts of the educational institutions. independent determination of the amount of incentives is proposed.

Conclusions and suggestions. This increases the possibility of attracting the most qualified experts and professors from the subjects and courses formed in the curriculum in higher education institutions, as well as qualified teachers who conduct training in these subjects and courses abroad.

A number of systemic problems remain in the higher education system of our country today, which prevent the improvement of the quality of education:

firstly, the content of the educational process (qualification requirements, curriculum, science programs) is not fully adapted to the formation of practical skills in students and the requirements of the changing labor market;

secondly, it is not sufficient to fill the information supply of the educational process with new information and knowledge;

thirdly, laziness is allowed in the introduction of modern methods of improving the professional and practical skills of professors and teachers;

fourthly, the large amount of teaching load allocated for professors and teachers in state higher education institutions (compared to foreign and non-state higher education institutions) sharply reduces their ability to work on themselves and engage in scientific research;

it limits the ability to ensure the quality of education at the required level due to the fact that the ratio of the number of students per teacher at the master's level is determined in the same way as at the bachelor's level ;

sixthly, different approaches and views on ensuring the quality of education create different interpretations of quality assurance in higher education and cause different requirements to be set;

seventhly, higher education institutions do not adequately monitor the activities of professors and teachers in terms of ensuring the quality of education;



Eighthly, allocation of funds at the disposal of higher education institutions to ensure the quality of education is insufficient or, in most cases, remains in a very small amount.

We think that in order to improve the quality and efficiency of education in higher education institutions, special attention is paid to finding a solution to the above-mentioned problems, to the development of professional and practical skills of professors and teachers, and to the organization of alternative forms of training based on advanced foreign experience.

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