

STRUCTURE OF THE MARKET OF EDUCATIONAL SERVICES, SUPPLIED BY HIGHER EDUCATIONAL ESTABLISHMENTS

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The article studies structure of the market of educational services, supplied by higher educational establishment, which consists of the market of educational, advisory services, scientific and innovative products. It is proved that the market of educational services can be both a structural unit of a complete system of labor market and a part of it. The research describes the tendencies of formation of an educational services market, i.e. availability for all segments of the population, equal opportunities for everyone to get education, formation of new educational programs. Balance between the market of labor and educational services is a condition for efficient development of the economy.

Aim of the research is to study the structure of educational services, supplied by higher educational establishments.

The work studies current tendencies of formation of the market of educational services, supplied by HEEs, particularly, democratization of educational services, i.e. availability for all segments of the popu-

lation; equal opportunities to get education for all interested people; development of new and improvement of the existing educational programs for mastering of knowledge and skills.

The article argues some insufficient imbalance between demand and supply at the market of educational services. Thus, mutual interest to improve the quality of specialists training should be the principal stimulus for development of partnership relations.

Actual directions, requiring development at many higher educational establishments, can include scientific and practical works, customized by enterprises, advanced training, post-graduate education, practical seminars and other short-term educational measures for personnel of enterprises and students. Creation of specialized educational centers, providing job positions, which imitate performance of actual enterprises, is a very interesting direction of work with students already in the process of their studying at a higher educational establishment.