

SPECIFIC OF MANAGEMENT OF HIGHER EDUCATIONAL INSTITUTIONS OF ART EDUCATION

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In modern conditions of economy processes the management content of art institutions' direction does not satisfy the requirements of a democratic society and fails to meet fully the basic principles of the European integration. This is especially related to the forms and methods of culture and arts universities' governance, their autonomy, and the failure of state authorities to perform long-term task to improve their performance and work to overcome the crisis in the culture and spirituality as a whole. Thus, the most serious problems in this area are: large centralization and inefficient management mechanism of universities, issue of their autonomy; there is not enough attention to artistic direction of the universities; there is a major cultural, spiritual and educational crisis in general.

Nowadays the system of arts education is related to the improvement of the management component, as national training of managers for the educational sector is extremely satisfactory, so we need a qualitative reorientation of modern management

system to create effective integrated model of managers-creators' training of the educational sector, who can adapt for today's variable economic conditions.

The objective conditions of the further effective development of the higher educational institutions of arts education in Ukraine is to review and improve the management mechanism in the context of its components, which are: the organizational, that provides the rationale effective management systems in accordance with the legal framework regulating the activities of educational institutions in Ukraine, and economic, which provides a choice of forms and methods of planning, forecasting, coordination and control of universities to improve the quality of their functioning. This problem leads to the emergence of management algorithm of higher educational institutions of arts education and gives grounds for usage its principles and tools of economic justification of new management concepts of educational institutions in general.