

EDUCATION SERVICES WITH THE APPLICATION OF DISTANT TECHNOLOGIES: REALITY AND PROSPECTS

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The characteristic features of distant education as a service, today's state and prospects are considered in the article. Distant education is an effective means of personnel development. It promotes the raising of social and professional status of a person.

The developed society reproduce itself via education what let to live not only in this community but also help to successful adaptation to the changes. Education in Russia is one of the some competitive factors. It leads to the growth of the general education system and professional education system too. The globalization changed the education into strategic factor of the progress of society.

The Growth of the scientific and technical, social and cultural potentials are directly connected with the level and current conditions of the educational system, increasing of the professional and educational level of all population. As a result the market of educational services appeared.

This market is a part of the services market but it is also is in strong connection with other markets: capital, labour force, information technologies, consumer goods, technologies of production and etc. also it is a very important that nowadays the education is an education for the career and professional success. That is why the notion "education" is integrated in notion "business administration", "business education" and etc.

It is a very important to notify that classical university education only can satisfy quickly changing production needs, therefore market of professional education can be performed the following way:

Classical education what includes all modern types of education (full-time, part-time, non-residence and second university high educations);

Additional education (technological education connected with the science and techniques priorities and also business education, i.e. economic and management education)

In current conditions the high school establishments perform as subjects of market economy being producers of intellectual production and services.

The separation between educational system and needs of enterprises in specialist in different spheres increase year by year. The high schools keep on preparing the same specialist as in USSR but many of them are not competitive in a market economy¹. The solution of this problem can be a *distant education*.

It is very important for all employees to completely understand own professional activity². That is why the development of the personnel with distant technologies is in great demand now. The specialist who are responsible for management or development of strategy of the economic behavior, as a rule, have no any opportunity to leave their working place for long period for training of internship. One of the possible solutions of this problem is a usage of distant education also called *open education* for re-training of economic and management skilled workers.

Distant education is a complex of the educational services offered to the people at large all over the world with a special informational educational network based on means of exchange of educational information in distance (satellite TV, radio, computer connection and etc.)³.

Informational and educational network of distant education is a systematically organized complex of the data transmission features, informational resources and organizational and methodical provision oriented on the satisfaction of educational needs.

The basis of the distant education is independent work where every user can study in comfortable and convenient work place, has an individual time-table, possibility to contact with a teacher and other students via telephone, fax, e-mail, post and face - to-face.

Advantages of distant business education:

◆ Effective learning without isolation from the production or living place;

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- ◆ Practical and flexible education;
- ◆ Temp, duration and curriculum can be varied;

- ◆ Saving of the financial and time resources.

Distant business education is an opportunity to get a fundamental high education responded all high international standards of quality without abandoning work or business.

Open distant education is a new and fast-developing form of education for adults and it is the most adequate educational system what can percept social order and realize it accounting personal needs, tendencies of the development of organization, the state and society.

Distant education include many aspects and can be considered from different points of view: technological, methodical, psychological, business - modeling.

Technological aspect is consist of the several component: first of all, these are technologies of educational services production, technologies of giving services, technologies of main and additional educational processes, technologies of control of the results.

Methodical and psychological aspects are in strong connection with each other. These are new ways of distant transfer of knowledge and skills, news ways of the organization of educational process.

From the point of view of business - modeling the distant education is a complex of the specific business-processes what should be run in a right way to compose a basis of the learning process.

But exist one more important aspect- this is an aspect - distare education as a service.

First of all the service is a multi-component notion. The quality of the service equally depends on the developed technology and the methodic of the distant teaching, and on the distinctive sequence of business processes of the distant education.

The distant education let to get a general, professional and additional education in parallel with main activity of a person. It provides a realization the following social functions:

- ◆ Increasing of the level of intelligence of the population;
- ◆ The satisfaction of the people needs in educational service;
- ◆ The satisfaction of the economy needs in a wide range of up-skilled workers;
- ◆ The growth of social and professional mobility of the population, its business and social activity, outlook and self-consciousness level;

- ◆ The development of the unified educational space of the country;

- ◆ The provision of the educational continuity of all groups of the population.

- ◆ Distant technologies let to reduce people expenses on the education;

- ◆ Enlarge the amount of the educational services;

- ◆ Set up additional work places for teachers and supporting personnel;

- ◆ Reduce expenses and increase the quality of education in traditional form by integration in it materials and technology of the distant education;

- ◆ Involve all form of education trough the system of distant education in a huge flow of the teaching materials and world educational space and provide a growth of the re-training quality.

- ◆ Improve a social situation; prevent numbers of the crimes;

- ◆ Provide educational services to the wide range of people.

Social and economical situation in Russian Federation, what form the new educational needs of people, from one hand, and also radical changes in a strategy of world education in XXI, from the other hand, demand a deep analysis and improve the educational system.

One of the main important measure of reformation of educational market is an appearance of the system of distant education (SDE). In 1995 a concept of its development in Russia was made and accepted.

The priority in conditions of the market economy formation is establishment of the system of provision of educational services based on the exchange of educational information on distance what helps to increase educational, professional and cultural levels of wide range of people.

¹ *Akimova O.E.* // Herald of the Samara's state economic university. 2007. № 9 (35). pp.9-11.

² Distant education: essence, problems of introduction // *Dmitriyeva V.F., Prokofyeva V.L., Samoylenko P.I.* ect. // Specialist - 1996.-№11/12, pp.37-40.

³ *Domrachov V.G.* Distant education: possibilities and prospects // Higher education in Russia - 1994 - №3, pp.10-11.

⁴ *Yegorshin A.P.* Distant education in higher school // Distant education - 1998.-№1, pp.20-23.

⁵ *Tikhomirov V.P.* Realization of conception of virtual educational environment as organization and technical foundation of distant education / V.P. Tikhomirov / Distant education - 1997.-№1, pp.8-11.

⁶ *Shapiro V.D.* Intellectual systems of business education / V.D. Shapiro - M.: Economics, 2001 - pg 172.