

## THE CURRENT STATUS OF THE SPHERE OF COMMERCIAL HIGHER PROFESSIONAL EDUCATION

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The state legalized the emergence of private education, which has developed rapidly since the adoption of the Law "About education" of the Russian Federation in 1992. According to government statistics 45% of Russian universities are private ones with an enrollment of nearly 1 million students, that is about 14% of the total contingent. On the one hand, the commercial education has been recognized but, on the other, it is not fully defined education reform of what type exactly is necessary in Russia and what place commercial education should occupy in it.

With the development of private education a negative attitude begins to form towards the universities relating to the system. This situation has contributed to the progress of the contradictions between the necessity for development of private higher education sector and its perception in the public consciousness, which influences largely on the future of the whole Russian education system that makes it urgent to comprehend the phenomenon of private higher education as a young in Russia and poorly studied phenomenon in the period of its development from 1992 to the present days. Private education faces many obstacles - there are problems of legal regulation of university activities, unfair competition in the market of educational services and there is no clear government policy in this area, including Russian accession to the Bologna process.

The lack of clear rules for commercial system of higher professional education along with the active development of the private sector makes it necessary to train specialized management staff which is good not only at management but also possesses a profound knowledge of the legal basis, as well as it is able to work with service users who are not only students and applicants but also their parents, teaching staff of educational institutions and companies that are employers of future graduates.

Nowadays, some attention is paid to research of modernization in higher education but historical experience of commercial institutions in achieving high quality education, their influence on the formation of the education market, the implementation of innovative educational

technologies to the educational process, experience of unions and associations of private universities in developing state educational policy is still poorly studied. Moreover, the same tendency can be traced with the identification of management strategies for commercial institutions development in terms of the new challenges of the XXI century - the coming demographic decline, the integration of Russian education system in the European educational space and activities of private educational institutions to form a positive image of the private sector of higher education adequate to the real role in higher education in the public mind. Therefore, the scientific understanding of the socio-historical practice of the private sector of the Russian higher education within the selected theme seems to be justified.

The analysis of scientific publications and information placed in print sources at different levels allows making the following conclusions.

Firstly, the opinion has enhanced that a commercial higher educational institute is a place of purchase and sale of a diploma, rather than a higher educational institution where the regulated educational process takes place that is amenable to rigorous evaluation and monitoring by the Russian Educational Control (ROSOBRNADZOR).

Secondly, private universities have a low level of applicants' background and as a result a low level of graduates, thus, the private universities receive those who failed to enter some state higher professional institutes. Although in connection with the above information it should be mentioned that due to the absence of com-

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petition and the complex demographic situation (the peak of which is in 2009-2010) state universities have sharply reduced the bar to recruit applicants in order to preserve teaching staff and a structure of a university as a whole.

Thirdly, we should not forget about the transition of higher professional education to the two-level system (bachelor and master). Under the new conditions not all universities have licensed directions (bachelor) and accredited

training programs and plans. As for specialists it is necessary to have the first graduate of a new direction for all the procedures. Taking into account these factors, private universities were more flexible and free in a choice of directions. At the beginning of the admission company in 2010 more than half of private institutes have all necessary documents to work with bachelors while many of state universities have just started working on licensing directions.

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