

SWOT-ANALYSIS AS THE BASE OF PROFESSIONAL GUIDANCE STRATEGY DEVELOPMENT WORK IN AN EDUCATIONAL INSTITUTION UNDER COMPETITIVE ACTIVITY CONDITIONS

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The organizational mechanism of using SWOT-analysis in economics for the development of university competitive activity from the point of quality management of educational services and professional guidance organization is considered in the present article. Theoretical foundation for improving the functioning of the educational system on the basis of segmentation of educational services market, the reveal of requirements to the educational services qualities, means and conditions of their provision are discovered by the authors in the context of the research work. The following conclusions underlie in the generation of the recommendations for the professional guidance strategy development work in the university.

The transition to the new stage of production development determined by integration processes, dynamics of socio-economical processes causes considerable changes in the structure and content of specialists' professional activities. The progress of social development and reorganization viewed as a phenomenon of global and local scale is characterized by high complexity and poly-systemacy, that determines the necessity of accounting the maximum number of factors and influences the progress itself. In other words, following the aim of comprehensive analysis of the system requirements to the quality of educational services, it is necessary to explore the structure of social order for professional education improvement.

The system of education is considered as an open integral system with its own systematic characteristics, features and mechanisms of development. From this point the development of the educational system can be viewed by means of carrying a survey in the development both of its separate subsystems (educational standard, training structure, content, technology stages, methods and means of education, educational sphere, etc.), and of the system optimization in the large.

The SWOT-analysis is believed to be one of the most widespread analysis methods of microenvironment and internal enterprise environment. The SWOT-analysis is believed to in-

clude the following components: the studying of tendency development indicators, resources analysis, the possibility analysis of advantages and disadvantages usage, the setting of aims and problems, external environment research with the aims of possibilities and thread defining.

The 1st stage SWOT-analysis consists in the studying of internal environment. The sum-total of university characteristics is viewed as appraisal basement, including the resources and abilities of the internal university environment. The expert estimation is used during the process of SWOT-analysis under which the representatives of all the parties concerned act as experts which explore and estimate strong and weak points of the university activities.

The 2nd stage SWOT-analysis is performed by competitive analysis which lies in the reveal of the university competitive potential. While carrying out an analysis for the university interior environment the **competitive analysis** is dissected since it is possible to detect the competitive potential of the particular university in comparison of the university activities only.

The 3rd stage SWOT-analysis consists in the exploration of the educational institution exterior environment and the detection of possibilities and threats. This stage can be of great assistance while weighting the situation outside the university and realize which possibilities for its development exist, and which threads

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should be apprehended (and be ready for them beforehand). STEP-analysis is regarded as one of the most effective methods of exterior environment.

The 4th stage SWOT-analysis lies in juxtaposing of strong and weak points of the educational institution and exterior environment factors. Thus, SWOT-matrix is composed for this purpose.

It should be stressed that the realization of the suggested SWOT-analysis methodology can be of great help while:

- ◆ detecting the system of quality management aims and suggesting the organizational structure of quality management system in the sphere of educational;

- ◆ designing the optimum system of provision means in the sphere of educational services from the point of their use value;

- ◆ developing the mechanisms of informational interaction between the subjects of pedagogical process;

- ◆ working out the estimation criteria system of competitive educational services advantages;

- ◆ working out technologies of educational services supply;

- ◆ implementing the distribution of processes directed to the achievement of quality management goals in the sphere of educational services between the structural units of an educational institution (the university, in particular).

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