

ANALYSIS OF MARKET SERVICES OF OUT-OF-SCHOOL EDUCATION

Student group M-03 **Nechyporenko V.N.**

The basis of human development is education, received skills and knowledge. In the conditions of market economy and fierce competition, it is important not only to provide a high level of knowledge, but to prepare students for life to form a market mentality.

The main indicator of the competitiveness of a certain center of extracurricular education include: quality of services, reputation in society, fame institutions and human resources, the interest of potential employers of graduates of this institution and others.

An important source of competitiveness for the industry is to improve the organization of economic activity of educational institutions. In the system of school education is carried out mainly at the expense of paid services on the basis of non-profit activities of extracurricular institutions. And fee for maintenance of children in preschool institutions is subtracted from the total family income and is not subject to taxation. Budget appropriations are allocated in the form of targeted subsidies to individual families to pay for staying of children in institutions.

We have analyzed the competitiveness of the centers of extracurricular education in Sumy region:

- Sumy regional center of out-of-school education and work with talented youth
- City center of military-patriotic education;
- Sumy city center of scientific-technical creativity of youth;
- Communal establishment Sumy Palace of Children and Youth.

Out-of-school establishments work in the following areas: ecological-naturalistic, tourist, sporting, aesthetic, patriotic, social rehabilitation, humanitarian, wellness.

Competitive analysis institutions in education is reduced to two main areas: the analysis of the external environment and internal environment analysis. Main directions of the analysis are shown in Fig. 1.

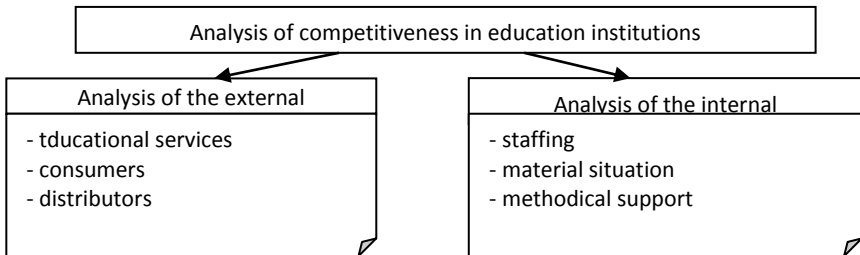


Fig. 1 – Analysis of competitiveness in education institutions

Comparative characteristics of competitiveness centers of extracurricular education are presented in table. 1.

Table 1 – Comparative characteristics of the centers of extracurricular education, Sumy

| Indicators | Sumy regional center of out-of-school education and work with talented youth | Communal establishment Sumy Palace of Children and Youth | Sumy city center of scientific-technical creativity of youth | City center of military-patriotic education |
|------------|--|--|--|---|
| Amounts of | 329 | 180 | 167 | 19 |

| | | | | |
|--------------------------------------|--------------|------------------------|------------------------|------------------------|
| group | | | | |
| Amounts of pupils | 5500 | 4500 | 2786 | 373 |
| The total number of employees | 214 | 200 | 373 | 54 |
| Employees with pedagogical education | 174 | 170 | 112 | 39 |
| Financing and material base | State budget | Funds of family budget | Funds of family budget | Funds of family budget |

In the course of the study, we made the following conclusions.

The main factors that contribute to the development of the centers of extracurricular education are the focus on the account of the desire of parents and children in the provision of quality services. It is revealed that children want to engage in a favorite pastime, to satisfy the need of communication, to gain new knowledge and other. Parents are mainly directed on development of creative abilities of the child, the importance and the connection with the future profession and employment of a child in his spare time.

However, the Ukrainian market of educational services has all prerequisites for development, but the prerequisite is the reforms in education funding.

The main directions in solution of this problem can be: reforms in education funding; adjustment to the European standards of education; improvement of the legislative base.

Scientific supervisor: **Baistriuchenko N.O.**

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