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PROSPECTS FOR IMPROVING THE EFFICIENCY OF EDUCATIONAL SERVICES AND ENTREPRENEURIAL ACTIVITY

Abstract: This article is devoted to the issues of improving the efficiency of educational services and entrepreneurial activity in the higher education system. The article considers the reforms being implemented in educational institutions, modern methods of assessing efficiency and the need to improve financing standards. The authors propose ways to improve the quality of educational services, introduce educational intrapreneurship and develop innovative activities. Also, the issues of ensuring the financial stability of educational institutions and increasing the employment of graduates in the labor market are analyzed.

Keywords: Educational services, entrepreneurial activity, higher education system, improving efficiency, assessment methods, financing standards, extrabudgetary funds, educational reforms, educational intrapreneurship, innovative activities, foreign investments, labor market, employment.

The next stage of educational reforms being implemented in our country requires increasing the efficiency of educational services provided by educational institutions operating in the higher education system and introducing modern, advanced methods of analyzing and evaluating entrepreneurial activity. The assessment of the effectiveness of educational services and entrepreneurial activities of higher education institutions is based on the indicators of dynamic changes. On the other hand, the economic indicators of similar institutions providing educational services can also serve as a basis for assessment. It is also necessary to improve the norms and methods of financing educational institutions. The need to develop such methods is explained by the lack of a scientifically based system of higher education financing standards, the fact that the current financing system does not fully comply with state educational standards, and the lack of financing standards for educational institutions in sectors and regions with their own characteristics.
The development of a scientifically based methodology for calculating the norms for the financing of educational institutions and the availability of scientific personnel:
- the availability of a material and technical base;
- the availability of some drafts of normative acts on the maintenance and financing of educational institutions;
- is based on the experience of introducing non-state sectors into the system of blind source financing.
As a result of the development of this regulation, the mechanism for the formation of the budget of educational institutions will be established.
The financing norm is the additional amount of expenses allocated to the training of specialists with the necessary professions and qualifications, which allows implementing the state standard of education. The need for financing norms is indicated in the requirements of the Law "On Education".
Improving the mechanism of inter-budget relations, developing links between central and local budgets, identifying sources of fiscal consolidation, the need to implement state standards, and widening the scope of personal financial obligations are also urgent tasks today.
The principles of normative budget financing take into account the following:

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- ensuring social justice in the use of funds in higher education;
- ensuring the stability and reliability of financing in the conditions of financing from blind sources;
- a normative method of planning expenditures;
- the limits of responsibility for the fulfillment of budgets at all levels, the independence of the higher education institution community.

Based on the current statistics of the higher education system and the results of the analysis, we propose the following system of indicators for determining the effectiveness of educational services and entrepreneurial activity in the higher education system:

1. The level of revenue from financial resources.

- This is the level of revenue from budget funds for its work;
-the level of income from extrabudgetary funds (the level of income from educational services;
-the level of income from the production of industrial products;
-the level of income from the sale of products produced in educational establishments;
- the level of income from sponsorship funds, etc.)

2. The level of effective use of fiscal funds.

- These indicators include the level of effective use of budget funds;

- the level of effective use of extrabudgetary funds (the level of effective use of educational services funds;

- the level of effective use of funds from the production of industrial products;

- the level of effective use of funds from the sale of products produced in educational establishments;

- the level of sponsorship funds effective utilization rate, etc.).

3. Indicators of the implementation of the student admission plan to the higher education system - the implementation of the admission plan to higher education institutions.

4. Indicators of graduates in the higher education system - the number of graduates of higher education institutions.

5. The level of employment of graduates in the higher education system is determined by the degree to which graduates of higher education institutions are employed, have the opportunity to improve their scientific competence, and have the opportunity to pursue postgraduate or doctoral studies to increase their level and title.

6. Growth rates of indicators of income from the provision of educational services, income from the results of scientific research and income from other operational activities.

7. Indicators of the level of use of foreign investments in the higher education system include the volume of foreign investments, their composition, the level of implementation of approved projects, and economic efficiency.

8. In addition, indicators of professional development of specialists and editors, employees, as well as indicators of social protection of professors, teachers and others, in addition to production, also provide ample opportunity to assess the educational services and the effectiveness of entrepreneurial activities of higher educational institutions.

Although the proposed indicators allow us to assess the performance of educational institutions within the higher education system today and identify dynamic changes, in today's conditions they are not sufficient to ensure the economic sustainability of these educational institutions, to determine the prospects for improving the quality of educational services, and to increase the efficiency of entrepreneurial activity.

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1. Formation of an organizational and economic mechanism that ensures the reproduction of high-quality educational services in higher education institutions, including entrepreneurship as a special type of entrepreneurial activity, as well as the reduction of the costs of production of educational products and services, as well as their components, through a continuous restructuring of the internal conditions and factors of reproduction of educational services, the management of teachers and the teaching staff of higher education institutions. A scientifically-theoretical and practically-based expression of the introduction of internal organizational innovative entrepreneurship - educational intrapreneurship, aimed at improving the quality of service and labor productivity, was developed. Proposals and recommendations were made on the necessity, features, procedure and prospects of their implementation.
2. Based on the statistics of the current higher education system and the results of the analysis, the following system of indicators was developed and proposed for implementation, which is used to determine the effectiveness of educational services and entrepreneurial activities in the higher education system:

- level of revenue from financial resources;
- level of effective use of financial resources;
- plan for admission of students to the higher education system
- indicators of its implementation;
- indicators of graduates in the higher education system;
- level of employment of graduates in the higher education system;
- level of use of foreign investments in the higher education system.

Based on the analysis of the indicators for the last 5 years, based on the assessment of the educational services and entrepreneurial activity provided by educational institutions operating in the higher education system, it was possible to draw the following conclusions about the prospects for increasing their efficiency:

Taking into account the fact that there will also be positive changes in the education system, the proposed educational institutions It is possible to recommend another option for the structure of indicators for the long-term improvement of the efficiency of educational services and entrepreneurial activity. Because the first option in the article does not sufficiently reflect the efficiency of educational services and entrepreneurial activity of the educational institution. Moreover, it is difficult to characterize them in the remaining option.

We believe that it is appropriate to generalize the indicators of the second version of the indicator system into the following 5 groups: indicators related to administrative and organizational activities; indicators related to production and innovation activities; attracted foreign investments, sponsorship funds, grants and loans; indicators related to economy and discipline in financial and economic activities; indicators related to the labor market and employment.

The proposed system of indicators allows for the qualitative assessment and analysis of the effectiveness of educational services and entrepreneurial activities provided by higher education institutions. It also serves to increase the long-term effectiveness of educational services and entrepreneurial activities provided by educational institutions.