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# STRATEGY AND PEDAGOGICAL MECHANISMS OF TRAINING COMPETITIVE PERSONNELS IN HIGHER EDUCATIONAL INSTITUTIONS

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**Abstract.** This article deals with conceptual basics of special mechanisms in order to carry out the forming of the competitiveness of graduates at higher education institutions, effective mechanisms of the above mentioned process, their content, as well as the main components and levels of such mechanisms based on latest year reforms.

**Keywords:** mechanism, pedagogical strategy, competitive graduate, higher education, professionalism.

In higher education, the goal of education and training is to train highly effective personnel with specific personal qualities and a variety of tasks, as well as the achievement of targeted tasks through the use of complex methods of solving a wide range of professional problems in a rapidly changing environment. This goal is growing. There is no doubt that this goal can be achieved, but as it is complicated by a number of socio-economic factors, it is necessary not only to develop a pedagogical strategy to achieve the goal, but also to study in detail the means to achieve it.

In this case, the concept of pedagogical strategy implies a set of tasks that ensure balanced results, as well as the means to make changes to the tasks over time and a system of control over their implementation. Methods and ways of controlling the implementation of strategic tasks together are the mechanism of strategy implementation. A qualitative mechanism allows for the effective implementation of the pedagogical strategy, so we will focus in detail on the term "mechanism", which is used in its entirety and in part to shape the competitiveness of graduates in pedagogical activities in higher education.

It is well known that the term "mechanism" refers to an interdisciplinary understanding that varies depending on the scope of the content. Turning to

the concept of "mechanism" in scientific and pedagogical research, we see the following explanations:

- mechanism is - a device that ensures the functioning of the object of pedagogical influence, which is the driving force in its development;
- mechanism is - a set of interrelated elements that provide the order of implementation of pedagogical activities;
- mechanism is - a set of cases or processes of the pedagogical system that determines any phenomenon;
- mechanism is - a set of interconnected elements that realize the capabilities of the object's operation and development [3,4,7,8].

Thus, it can be said that the concept of "mechanism" is actively used in the pedagogical literature to describe the interrelated systems and processes of formation of a particular ability or quality of an individual. The mechanism for each complex event of reality is not only static, but also has dynamic properties that include in its set a system of operations, actions, special complex tasks, and a set of multidimensional processes. AV Suyushkov adds to this interpretation of the concept of "mechanism" as follows: in pedagogy, the mechanism includes an interdependent and interdependent multifaceted system with a given starting point and referentiality of its conclusions [7].

In turn, the mechanism for implementing the pedagogical strategy provides for:

- 1) the sum of all elements that ensure the implementation of the tasks of the pedagogical system;
- 2) subjects and means providing implementation of complex measures of material-technical, organizational-administrative and social-psychological directions;
- 3) The system of teaching activities carried out in the context of scientific and pedagogical support of professional and personal formation of students of higher education institutions.

Based on the emphasized interpretation of the concept of the mechanism of implementation of the pedagogical strategy, it is possible to note some of their limitations in the coverage of the content of this concept. In particular, the first concept is vague enough and cannot be used to define the mechanism for implementing the pedagogical strategy of shaping the competitiveness of graduates

of higher education institutions; In the third comment, it serves as a mechanism of scientific and pedagogical support, which does not allow to include another set of processes or other aspects of the pedagogical system that determine the competitiveness of the graduate, ie the formation of legal, economic and other qualities..

Based on the above theories, the concept of the mechanism of implementation of the pedagogical strategy of formation of competitiveness of graduates of higher education institutions can be defined as a set of interrelated elements defining ability of the teacher to carry out the planned set of tasks.

So, an overview of the mechanisms for implementing the pedagogical strategy for shaping the competitiveness of graduates of higher education institutions can be seen in the following descriptions:

- - Integrity, which allows us to speak of a set of interrelated elements as a whole set of tasks aimed at implementing the pedagogical strategy of forming the competitiveness of graduates of higher education institutions;
- Clarity of interpretation and development of all elements and tools that ensure the implementation of comprehensive measures in the logistical, organizational, managerial and socio-psychological spheres aimed at the formation of competitive graduates of higher education;
- synergistic effect of integration of elements, including the mechanism of implementation of the pedagogical strategy of formation of competitiveness of graduates of higher education institution;
- the richness of the mechanism of implementation of the pedagogical strategy for the formation of competitiveness of graduates of higher education, providing the ability of the teacher to implement the planned set of tasks in practice;
- Functional orientation of the mechanism in implementation of the pedagogical strategy in formation of competitiveness of graduates in higher education institution, focused on the intended result, corresponding to the developed ideas on means of achievement and pedagogical purpose.

- All mechanisms for the implementation of the pedagogical strategy for the formation of competitiveness of graduates of higher education can be classified on the following grounds:
- • Scope of implementation - at the student level (as a subject of the

pedagogical process), at the department level (faculty), at the level of the higher education institution. For example, at the student level there are mechanisms of psychological characteristics, at the department (faculty) - organizational and managerial mechanisms, and at the university level - socio-economic mechanisms of pedagogical strategy for the formation of competitive graduates of higher education.

- • Validity periods - short-term, medium-term and long-term. For example, the mechanisms for implementing the pedagogical strategy of short-term actions can include innovations, information and other areas that have a short “shelf life” and need to be constantly changed depending on many factors in the process of forming competitive graduates. In turn, the mechanism of organizational and methodological directions ensures, in a sense, the integrity of the whole process of shaping graduate competitiveness, and they are defined over a long period of time;
- number of subjects - individually, collectively and as a group. For example, the psychological-pedagogical mechanisms of implementation of the pedagogical strategy for the formation of competitive graduates of higher education are individually oriented, while the scientific-methodical or information-pedagogical mechanisms are community-oriented. Legal and socio-economic mechanisms, in turn, belong to the group of mechanisms according to the number of subjects.
- The presented classification reflects the secondary features of the mechanisms of implementation of the pedagogical strategy of formation of competitive graduates of higher education institution. As a primary basis for this classification, in our opinion, their general orientation vector should be considered.

Therefore, we recommend the use of the following classification of mechanisms for the implementation of the pedagogical strategy for the formation of competitiveness of graduates of higher education:

- psychological and pedagogical;
- organizational and managerial;
- scientific and methodical;
- socio-economic;
- information and pedagogical;
- personnel;

- legal.

Below we consider the essence and content of the mechanisms for implementing the pedagogical strategy for the formation of competitiveness of graduates of higher education institutions:

**Psychological and pedagogical mechanisms.** Psychological and pedagogical mechanisms can be applied in the real practice of higher education only if they lead to an organic combination of environmental activity and student activity in the formation of competitive advantages. In addition, the use of consciously calculated calculations and psychological-pedagogical mechanisms by teachers should be commensurate with the content of the object of formation.

The formation of a competitive graduate can take place only in the process of experiences - the emotional changes that take place in the real life of the student, such as certain qualities and personality traits that give him a competitive advantage. In addition, the activity of pedagogical-psychological mechanisms of formation of competitive graduates of higher education includes a strong system of interrelated phenomena and factors that ensure the characteristics of the student's personality through the success of the formation of competitive characteristics and the creation of false professional situations.

In the process of solving them, the professional and personal potential of graduates of higher education institutions, the future specialist is revealed, the need for professional and personal self-improvement is formed, the student's self-knowledge and understanding is ensured.

In practice, psychological and pedagogical mechanisms can be implemented in the educational and extracurricular activities of students in the following forms: presentation, discussion of educational projects (models) developed by them and general assessment of the quality of their implementation; creative developments, the organization of a creative team of students, professional competitions "The best of the profession", discussions, excursions for successfully developing enterprises of various forms of ownership, and more. In addition, psychological and pedagogical mechanisms may include [3,4]:

- • updating the motivation of mapping prospects in the modern labor market by pedagogical support of students' interest in controlled intellectual activity, and increasing the level of appropriate use of theoretical knowledge and professional experience through emotional involvement of the student;

- pedagogical support of the process of "teaching" students, controlled by the activities of thinking, with changes in goals, value systems, cognitive, humanitarian requirements, as well as market culture;
- Development of students' mental education by "observing" models of professional behavior of the specialist.

2. **Organizational and management mechanisms.** A higher education institution with its entire structure or its individual components creates appropriate conditions and opportunities for students, which together help to reveal the personal and social capital of the student. In addition, in the process of teaching knowledge, norms and social values by the higher education institution, as defined in the vocational education system, the student imagines himself as a subject collecting information about new knowledge, values and views and shows his influence in response to the learning process. In other words, depending on the organizational work of the competitor, both the individual achievements of students (including in the context of shaping their competitiveness in the modern labor market) and, consequently, their future professional careers are distinguished.

- In order to achieve the strategic goal of the pedagogical strategy within the organizational-managerial mechanism, the following can be formed:
  - a structure that coordinates the procedures, actions and activities set out in the strategic plan for the implementation of the pedagogical strategy for the formation of a competitive graduate of a higher education institution (for example, the Council for the implementation of pedagogical strategy);
- Working groups and thematic commissions for the development of programs, plans and projects for the creation of strategic priorities for the formation of competitive advantages of graduates in the labor market and the implementation of pedagogical strategies; they would update the pedagogical strategy of formation of a competitive graduate of the higher education institution in the selected strategic directions and make changes to the strategic guidelines, conduct pedagogical monitoring, implementation, development;
  - The organization of higher education institutions that offer areas that provide a link between the state, employers (all types of private enterprises), public and strategic partnerships, public-private partnerships, social partnerships, etc. - control mechanism.

3. Scientific-methodical mechanisms are aimed at accelerating the intellectual and creative activity of students, aimed at increasing and using new knowledge to solve various social, economic and other problems. The undoubted relevance and importance of students' research activities is that they can go beyond the established norms of higher education, and sometimes from the material, technical and other resources available to the higher education institution.. In this regard, the following can be considered as scientific and methodological mechanisms for the implementation of the pedagogical strategy for the formation of competitiveness of graduates of higher education:

- Appropriate scientific support for the formation of a competitive graduate student by developing the infrastructure of the higher education institution (eg, scientific laboratories, nano-laboratories, business incubators, etc.), the scientific potential of the teaching staff of the higher education institution, etc .;

modeling the methodological system for the implementation of pedagogical strategy in the form of components such as subjects, principles, pedagogical conditions, levels, content and tools for assessing the learning outcomes of graduates of higher education institutions (taking into account its clarity and demarcation).

4. Socio-economic mechanisms of implementation of the pedagogical strategy of formation of competitiveness of the university graduate are an external set of interrelated elements providing disclosure of the personal and social capital of the student. Such mechanisms include:

- Regular targeted social work with students to support talented young people (including financially), employment issues, housing issues, taking into account the value system approved by each higher education institution to meet the needs of each student , including support for young families, young entrepreneurs, etc .;

- Regular targeted educational work with students includes the following activities: work with leaders and leaders of study groups, work in student dormitories, attendance control, cultural and sports activities with students, etc .;
- Implementation of prospective budget planning, taking into account the funding of priority strategic areas that shape the competitiveness of

university graduates (innovative and research activities of universities (students));

- As an integral part of the professional education program, it prepares students and improves the quality of internships, internships, design of graduate work, presentation of their potential by graduates at job fairs, etc., creates the basis for students to manage their activities.

5. Information-pedagogical mechanisms, the implementation of the pedagogical strategy of formation of graduates of a competitive higher education institution, assume the formation of professional problem-solving skills, interrelated with the organization of information sources of a particular higher education institution student. Information and pedagogical mechanisms:

- multimedia development systems;
- use of Internet technologies and Internet library;
- development of the information site of the higher education institution, etc.

6. Personnel mechanisms for the implementation of the pedagogical strategy for the formation of a competitive graduate of a higher education institution - a systematic conscious integration of the efforts of the teaching staff to achieve the goals of the higher education institution. Such mechanisms include:

- Development and implementation of modern human resource management technologies in higher education institutions;
- Raising the image of the teaching profession of higher education institutions, supporting and introducing methodological guidelines, in particular: focus on independent creative expression through their profession, striving to constantly improve the quality of teaching, developing a sense of responsibility for their profession and others;
- formation of a set of conditions for the formation of knowledge, the source of which is a team of teachers and professors;
- To arouse in the teacher of the higher education institution a passion and appreciation for the process of formation of a competitive graduate of the higher education institution.

7. Legal mechanisms include the development of a package of regulations governing the implementation of the pedagogical strategy for the formation of competitive graduates of higher education, as well as monitoring its implementation in the whole process of formation of competitive characteristics

and personality traits.

A well-chosen set of tools aimed at developing a pedagogical strategy for the formation of competitive graduates of higher education, guidelines and methods of monitoring the implementation of tasks, will help to achieve the goals of higher education in the context of improving the higher education system. If the components of the mechanism of implementation of this strategy are consistently implemented at the level of each higher education institution in the country, it will be possible to increase the level of competitiveness of specialists produced by higher education institutions and at the same time increase their global ranking.

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