

ASSOCIATION AND COOPERATION OF HIGHER EDUCATION SERVICES
WITH THE LABOR MARKET

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Abstract: *The article depicts the need of employers for professional knowledge, skills and abilities of graduates of higher educational institutions based on surveys conducted by international experts. The state of working conditions created by employers has been studied. The structure and description of the main professional skills of graduates of higher educational institutions of our country are also highlighted, and the state of development of graduates of higher educational institutions is analyzed. Scientific proposals and recommendations on the mechanism for improving the integration of higher education services with the labor market have been developed.*

Key words: *higher education, educational services, labor market, employer, professional knowledge, professional skills.*

Globalization processes are deepening in the countries of the world led to the continuous improvement of political, social and economic standards in the economy.

Speech of the President of the Republic of Uzbekistan to the Oliy Majlis "... 55% of today's 815 directions do not meet the requirements of the labor market. Adapting the educational process to the market requirements and integrating it with production providing and creating an environment for the student to work on himself" [1]. stated that he was standing. To perform the tasks mentioned above higher education services and the labor market during the deepening of economic reforms research on improving relations between is an important scientific problem. In particular, the employment of highly qualified personnel by employers in the labor market requirements for knowledge, skills and qualifications have also increased. These processes are global conducting business in the conditions of globalization of the economy, carrying out enterprise activities is being perfected from the organizational point of view. The result is higher education by employers to the processes of training highly qualified personnel in institutions social and economic standards have improved. Globalization processes one of the main factors of its spread in the world is the Internet.

The following methods are the most effective ways to select highly qualified personnel recorded as:

- personal communication (34 percent);
- announcement through mass media (29 percent);
- comparative comparison of personal profiles of candidates through the Internet (28 percent);

- through the Internet, the company's website, including social networks publishing announcements (27 percent);
- unemployment at employment assistance centers or a new job while being self-employed compare the data of the registered labor resources according to the search comparison (24 percent).[6]

A well-known person, American public figure, founder of "Microsoft" company Bill Gates investigated the quality of education and its compatibility with the requirements of the labor market [7]. In his dedicated research, emphasis is placed on the following: today's information and communication distance education is the most effective education for a society with developing technologies especially foreign languages through the Internet (educational videos, test questions, based on simultaneous automatic translators) distance learning of subjects is both economical and time consuming states that it is useful in terms of savings.

Today, in the formation of professional digital knowledge and skills of graduates of higher educational institutions of our country, priority is given to the formation of "basic skills" typical for any sector of the economy. Despite the existence of vertical and horizontal imbalances between the higher education services provided to the population and the labor market in our country, higher education is considered to be aimed at expanding the opportunities for consumers to acquire new knowledge throughout their lives.[5] This allows graduates with basic professional qualifications to improve their competitiveness in the labor market, along with increasing their opportunities to acquire new knowledge in a short period of time. It is also worth noting that in the process of hiring graduates of higher education institutions, employers in our country pay attention to the evaluation of their basic skills.

Composition of basic professional qualifications of graduates of higher educational institutions in Uzbekistan and their description⁸

Professional Qualification -Importance of Professional Qualification.

Attention management and concentration-New combined with sophisticated techniques and technology management helps to absorb information and transfer it.

Self-control (emotion management)-Ability to behave properly in different situations, control one's emotions, anger not to give in, to solve the situation with seriousness, to enter into communication helps to increase efficiency.

Digital Literacy-It is of great importance in the context of digitization of national economic sectors. Today, this type of literacy is learned by a person is required as well as literacy. Because any work production processes are now technologically digitized.

Creativity-creativity expanding the possibilities of unusual thoughts in a person, production automation of processes, including techniques and technologies helps to develop new ideas for use.

Ability to learn (independent study)-Independent acquisition of new knowledge throughout a person's life expands its possibilities. And this is by acquiring new

⁸ Source: Compiled by author

professional knowledge. Together, they are important in the formation of new skills and competencies earns.

Integration of the offered basic professional qualifications with the labor market work on marketing departments of higher education institutions as a deepening mechanism functions and personnel departments of the providing enterprises and organizations based on mutual coordination of their tasks through employment assistance centers.

In this case, the personnel department of the enterprise or organization is the activity of the employer to the professional knowledge, skills and qualifications of personnel based on their direction development of requirements and regularly (for example, every quarter, every half year or every year) it is necessary to improve them. According to the developed position professional knowledge, skills and qualifications required of candidates are official of the employer website (if any) and submission to employment assistance centers it will be necessary.[2] In particular, the employer's relationship with any higher education institution if cooperation relations are established, employ the graduates specified in the contract in order to ensure the implementation of the tasks set for the reception point the demand for developed professional knowledge, skills and qualifications higher education it will be necessary to present it to the management of the institution.

Conclusions and suggestions

Marketing departments of higher education institutions work on the labor market applicants' requirements for professional knowledge, skills and qualifications should be regularly researched. In this case, by employers professional knowledge of personnel in various positions offered to labor exchanges, use of applications developed on skills and qualifications of labor conducting long-term, expensive marketing research in the market a profession that is taught in higher education institutions for short periods of time, avoiding the need for it to determine the directions of providing the necessary knowledge in the directions and specialties is achieved.

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