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About entering of USUE into the global educational system

The characteristic is given to the Ural state economic university (USUE) as to the higher education institution which is dynamically entering into world educational system. It is noted that at university there is a model of USUE as Euroasian scientific and educational international corporation. It is specified that students of USUE have the strengthened program in the field of the learning of foreign language, calculated on 4 years. It is described that USUE is one of the centers of scientific and sociocultural journalism in the segment: economy, management, finance. It is proved that USUE is the recognized Center of the Euroasian youth movement. It is shown that in USUE the system of websites as sites of the international Centers of scientific and educational and public work develops. The conclusion is drawn that USUE is today at a stage of real practical inclusion in a network of the international university education as its Euroasian segment.

Key words: universities, educational services, associations, students, management, contract, web-blogs, institute of Human, Eurasian economic forum.

Today under the heading «Partner of EECSA» we present the Ural State University of Economics (USUE) — the higher education institution, that is rapidly entering the global educational system and is a longtime partner of the club.

Today, the Universities of Europe, America and South-East Asia are not self-sufficient, independent and self-reliant scientific and educational corporations. Related by a single circulatory system of exchanges, they, first of all, are the cells (elements) of an integrated network, which, in fact, is a producer of educational services.

In some way, today, the educational process in higher educational system, is almost IMPOSSIBLE out of the single international system (global, European or Eurasian).

The University develops a model of USUE as a Eurasian scientific and educational international corporation which includes the following major components:

1. Students of USUE have an enhanced program of foreign language study, scheduled for 4 years. At least a third of students speak a foreign language at the level sufficient to participate in classes.

Annually at least 200 students from USUE go abroad (for up to 1 month) for short-term internships at leading universities. At least 50 students leave for long-term training (semester or more) annually.

2. At least 20 foreign students undergo training in USUE on short and medium term courses (internship) as exchange programs.

3. For teaching at foreign universities under the contract there annually sent at least ten teachers from USUE.

4. Under contract in USUE from 3 to 5 foreign experts permanently give lessons and participate in the educational process management (rectorate advisers, consultants of educational process management)

5. USUE is a member of the leading international associations, such as

– Eurasian economic club of scientists» Association

– International Association of Universities

– European Association of Universities

– Eurasian Association of Universities

– European Association of leading business schools of hotel management EURHODIP;

– European Academy of retail trade (ERA);

6. USUE is the recognized international center of scientific and socio-cultural congress activity in the field of scientific production and innovation activity, teaching and methodological, educational and international youth activities, including education, science, sport and arts.

7. USUE is one of the centers of scientific and socio-cultural journalism in its segment (economics, management, finance).

Thus, the university is the publisher and co-founder of scientific journal «Proceedings of Urals State University of Economics» and research and analytical journal «Manager» (both are included in the list of the

leading peer-reviewed journals and publications, where should be published basic research results of dissertations for academic degrees of doctor and Ph.D. in Russian Science Citation Index).

In USUE there is developing and reorganizing the system of web-sites as sites of international centers of scientific, educational and social activities, as well as the system is web-blogs (author's pages on the Internet), transforming into a significant and visible form of social and cultural journalism on a wide range of problems — «USUE — Internet journalistic discussion center»

8. USUE is registered (recorded in special documentary) as the reference point of social movements and organizations of international character;

- Club of political action, «Nov. 4»
- Institute of Human
- Center for Support of the Eurasian economic club of scientists.

9. USUE is a recognized center of the Eurasian Youth Movement — there is university-based operating Youth Directorate of the Eurasian Economic Forum of the young and other coordinating and governing bodies of the movement.

Since 2008 in Yekaterinburg at Urals State University of Economics there has been working an international youth movement, tentatively entitled «Eurasian economic forum of young people». Within two years, the Forum included: International business game «SCO-2039» (Yekaterinburg, 2009, participants from 11 countries), the Congress of Youth Leaders «The Dialogue of Civilizations» (Yekaterinburg, 2010, representatives from 48 countries), mass events in Astana, Berlin, Kazan, Yerevan, in organizing and holding of forum events there personally involved well-known socio-political and public figures of Russia and tries.

As a result of the First Eurasian Economic Forum — 2009–2010 there was formed a delegation of 200 most active participants, who on a special train — the Eurasian Youth Express — went to the capital of the Republic of Kazakhstan, Astana, to present their ideas and projects in the Youth Section III in Astana Economic Forum. It is worth noting that the Youth Section within Astana Economic Forum was held in 2010 for the first time! Never before the university students has been given the opportunity to attend such an important event and to act on a par with leading economists, politicians and representatives of business communities from more than 45 countries. This indicates that the business and academic worlds are interested in creative ideas and a fresh look at old problems.

Leaders of the thematic areas were honored the highest award of the First Eurasian Economic Forum of Youth «Eurasian Star», and the entire youth delegation had the opportunity to talk and be photographed with the jotai Prize winner for Economics, Robert John Aumann.

At the moment EEFM Youth Directorate is feeling the next promising areas of the forum:

- strengthening and expanding cooperation with EECSA;
- organization work with EEFM directorate representatives in different countries and regions of Russia (establishment and development of the «strong points»);
- Creation and development of the Center of coordinating international youth movements (an the university there have officially accreditation the representatives of more than 50 international youth movements and associations of various levels);
- the establishment of the consular assistance activities;
- extension, of the Army of EEFM promotion — the international volunteer group who organize forum events in different cities and countries around the world;
- creation of the international assets of senior pupils as a form of practical implementation of continuous education system;
- creation of the Association of Foreign Students of Yekaterinburg as a representative of the Association of Foreign Students in Russia;
- integration of Forum events in the educational process at universities;
- implementation of conference events;
- preparation and holding of the Final EEFM festival and Grand Finals.

Thus, USUE is now at the stage of real practical inclusion into the network of international university education as its Eurasian segment.

М.Федоров

Орал мемлекеттік экономикалық университетінің әлемдік білім жүйесіне енуі туралы

Әлемдік білім жүйесіне серпінді еніп келе жатқан жоғарғы оқу орны ретіндегі Орал мемлекеттік экономикалық университетіне (ОрМЭУ) сипаттама берілген. Университетте Еуразиялық ғылыми-білім беру халықаралық корпорациясы ретіндегі ОрМЭУ моделінің қалыптасып келе жатқандығы айтылған. ОрМЭУ студенттері 4 жылға есептелген шет тілін оқып-үйренудің күшейтілген бағдарламаны игеріп жатқандығы көрсетілген. ОрМЭУ өз сегментіндегі — экономика, менеджмент, қаржы салаларындағы ғылыми және әлеуметтік-мәдени, публицистикалық орталықтардың бірі болып табылатындығы суреттелген. ОрМЭУ Еуразиялық жастар қозғалысының танылған орталығы болып табылатындығы дәлелденген. ОрМЭУ-де халықаралық ғылыми және білім беру, сондай-ақ қоғамдық қызмет орталықтары сайттары ретіндегі веб-сайттар жүйесі дамып келе жатқандығы айтылып, қазіргі таңда ОрМЭУ халықаралық университеттік білім беру желісіне оның Еуразиялық сегменті түрінде іс жүзінде нақты ену негізінде тұрғаны жөнінде қорытынды жасалған.

М.Федоров

О вхождении УрГЭУ в мировую образовательную систему

В статье дана характеристика Уральскому государственному экономическому университету (УрГЭУ) как вузу, динамично входящему в мировую образовательную систему. Отмечено, что в университете складывается модель УрГЭУ как Евразийской научно-образовательной международной корпорации. Автором показано, что студенты УрГЭУ осваивают расширенную программу в изучения иностранного языка, рассчитанную на 4 года. УрГЭУ рассмотрен как один из центров научной и социокультурной публицистики в своем сегменте: экономика, менеджмент, финансы, как признанный Центр евразийского молодежного движения. Определено, что в УрГЭУ развивается система веб-сайтов как сайтов международных Центров научно-образовательной и общественной деятельности. Автором сделан вывод, что УрГЭУ сегодня находится на стадии реального практического включения в сеть международного университетского образования как его Евразийский сегмент.

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Деятельность по управлению маркетингом на предприятии

Рассмотрены предпосылки появления маркетинга как новой деловой философии. Раскрыты сущность и основные функции маркетинга, проанализированы пять концепций управления им. Обоснована мысль о том, что самостоятельной областью знаний, требующей всестороннего освоения, является управление маркетингом. Сделан вывод, что продуманное управление маркетингом вынуждает рыночную экономику работать лучше, чем любая другая экономическая теория. Подчеркнуто, что управление маркетингом является ключевым организационным и культурным фактором.

Ключевые слова: маркетинг, управление, функции, концепция, предпосылки, классификация, товар, сегментация, этап, товародвижение, ниша, ценообразование.

Предпосылки появления маркетинга и его основные функции

В начале 60-х годов прошлого столетия профессор Гарвардской школы делового администрирования Теодор Левитт окончательно сформулировал концепцию современного маркетинга как новую деловую философию в научно-публицистической статье под символическим названием «Близорукость маркетинга». В ней, в частности, указывалось, что наиболее надежным и гуманным способом достижения целей предприятия является определение нужд и желаний выбранных групп потре-