

THE EFFECTIVENESS OF EXPORT OF EDUCATIONAL SERVICES AT THE EDUCATIONAL INSTITUTIONS OF RUSSIAN FEDERATION

Kazarin B.V.

Kuban state medical university, (Russia, Krasnodar)

The analysis of almost twenty years' period of job of educational institution with 50-year-old traditions of job on training of foreign citizens during rather drama period of development of the Russian Federation - in transition from a planned economy to economy market is carried out. Pricing process at training of foreign pupils and its interrelation with process of formation of a contingent of foreign pupils in an educational institution of the higher vocational training is studied.

The received materials have allowed to estimate market behaviour of educational institution in the conditions of the competitive environment and to estimate efficiency of its activity on export of educational services and a role of this kind of job of high school in maintenance of its economic stability.

Keywords: higher school economy, market behaviour of educational institutions, cost of educational services, export of educational services, the academic mobility, monitoring of the prices, a professional training for foreign countries.

Nowadays the more and more currency is gain by the problem of widening the export of educational services of Russian higher school as a real contribution to the modernization component of economy.

With it, in the opinion of A.V.Rozhdestvenski, "...one of the global aims of internationalization of higher education provides for getting an income. At its frames the educational services are supposed at the fully paid base without concession of state subsidies. Foreign students give an opportunity of attraction of extra sources of financing, and thereby they stimulate universities to realize enterprise strategy at the international educational market [5]".

This work correspond itself further development of published earlier works [1, 2] about pricing at the HEI (at the example of Kuban state medical institute – academy – university), and concerns more long period of observing – from 1991 till 2009 year.

As one see from the table 1, the approaches to the pricing at the Kuban state medical university during the period from 1990 year and up to present changed specifically. The initial price of education of foreign citizens in our university there was found a price of 1000 of dollars in a year for one student.

An aspiration for increase of the contingent of contractual foreign students makes

Table 1

The base price of education of foreign students in Kuban state medical university (earlier institute – academy) and some peculiarities of enrolment

Number	Year of enrolment	Base price (of US dollars)	PECULIARITIES OF ENROLMENT
1	2	3	4
1	1990	1000	No
2	1991	1300	No
3	1992	1300	Dispersion of prices: 800 \$ in a year /Rosintermed/; 945 \$ in a year for the citizens of India, Pakistan; tenth "bonus" contract for mediators; specially favourable price 1090 \$ for the company MBSU + firstly introduced discount for the cancellation of dormitory
4	1993	1500	Dispersion of prices: 1090 \$ for the company MBSU; tenth "bonus" contract for all mediators; the number of special prices 1395-1360 \$ for some mediators

The table 1 termination

Number	Year of enrolment	Base price (of US dollars)	PECULIARITIES OF ENROLMENT
5	1994	1600	Tenth "bonus" contract for all mediators
6	1995	1700	Tenth "bonus" contract for all mediators
7	1996	1700	Full denial of the discounts to the mediators
8	1997	1700	The same
9	1998	1965	The same + cancellation of discounts for the cancellation of dormitory, separation of living at the dormitory to the independent price, which is added to the price of education
10	1999	1800	The same + separation of living at the dormitory to the independent price
11	2000	1600	The same + separation of living at the dormitory to the independent price
12	2001	1600	Without changes, imposition of 10% of payment of services of mediators
13	2002	1600	Without changes, use of 10% of payment of services of mediators
14	2003	1600	Without changes, use of 10% of payment of services of mediators
15	2004	1715,54	Without changes, use of 10% of payment of services of mediators
16	2005	1808,31	Without changes, use of 10% of payment of services of mediators
17	2006	2088,02	Without changes, use of 10% of payment of services of mediators
18	2007	2473,94	Without changes, use of 10% of payment of services of mediators
19	2008	2736,81	Without changes, use of 10% of payment of services of mediators
20	2009	2312,42	The cancellation of settling with mediators, concession of a right to independently levy sums from the student
21	2010	3172,14	The cancellation of settling with mediators, concession of a right to independently levy sums from the student, liquidation of some discounts

the HEI to widen the network of mediatory structures, which work by the enrolment of foreign citizens for studying at the commercial base, simultaneously with it such discounts as the discount for the cancellation of dormitory and "bonus" contract (per se "barter" settling for the services of mediator in percents) become being permanent. All this allowed in 1993 year to get under way of increase of price of education.

1993-1995 years side by side with unification of discounts for mediators and their decrease, are characterized by the increase of the price of education. Starting from 1996 year, the university fully renounces the discounts for mediatory structures. There become effective the principle: "the mediator is independently levies pay that is due to him, in the excess of the sum that is due to HEI, and the HEI doesn't meddle in the financial relations between the student and mediator" [3].

At the table 2 there are represented facts, which characterize annual resumes of enrolment of contract foreign students in 1990-2009 years.

The facts at the table 2 are represented in a form of relative quantities, and at the columns 2, 3 and 4 the results of enrolment in 1998 year are taken in the form of 100 percents, and a column 5 is calculated with regard to the contingent in corresponding to the school year.

As one see from the given facts, starting from 1990 and till 1992 year there is observed "explosive" increase of enrolment of contract foreign students, and to the 1993/94 school year there is due the maximal number of students, which were admitted to the first course of academy, in the 1994 year the enrolment decreases to the indicators of 1992 year and remains rather stable till 1996 year, when there begins the decrease of this quantity that strengthens to the 1998 and further years.

Table 2

Some resumes of enrolment of foreign student to the first course
(1990-2009 years) at the base of contracts

School year	The number of students, which were admitted to the first course in % to the enrolment of 1998 year	Real price of one contract at the first course in % to the 1998 year	General sum that was received by the contracts of first course in % to the 1998 year	Specific weight of contract students among the first-year-students (in % to all number of first-year-students)
1	2	3	4	5
1990/1991	4,11	61,02	2,51	3,00
1991/1992	31,51	83,84	26,42	40,00
1992/1993	205,48	74,22	152,50	69,00
1993/1994	378,08	67,40	254,81	98,35
1994/1995	212,33	86,58	183,84	97,44
1995/1996	219,18	85,51	187,41	96,99
1996/1997	180,82	99,22	179,41	95,18
1997/1998	156,16	97,42	152,13	98,00
1998/1999	100,00	100,00	100,00	94,83
1999/2000	106,90	98,44	84,76	98,39
2000/2001	106,90	83,16	71,59	96,77
2001/2002	91,38	85,39	62,84	90,57
2002/2003	143,10	80,85	93,17	90,36
2003/2004	110,34	92,03	88,86	92,19
2004/2005	144,83	106,46	114,23	88,10
2005/2006	136,21	128,49	98,08	86,08
2006/2007	139,66	135,15	96,52	85,19
2007/2008	208,62	151,79	153,70	90,91
2008/2009	134,48	116,88	103,86	82,05

The real price (in contrast to base price is the actual price of contract after the extension of discounts) of one contract, which was concluded with foreign students that were admitted to the first course slowly, except the leap in the 1991 year, increases. During nine years it grew approximately in 1,6 times, reached in 1998 year some minimum, then decreased, and from the 2004 year continued to grow again.

Other character has the change of general sum that was received by HEI by the contracts, which were concluded with first-year-students. From 1990 till 1994 year this sum increases, reaching in the 1998 year the intermediate quantity between 1991 and 1992 years. In following period (1999-2004) the takings of means decreased, and only from the enrolment of

2004 there are observed the increase of this indicator.

The facts, which were given in the table 3, characterize the dynamic of changes of all contingent of contract foreign students of Kuban state medical academy and connected with this some economic indicators in 1990-2009 years. By its composition it's analogous to the table 3. At the columns 2, 3, and 4 there given the facts relatively to their quantity in 1998 year, which is taken the form of 100 percents. From the table 3 one see, that the contingent of contract foreign students of academy, starting from 1990 and till 1997 year increases, from the 1994 the rate of increase decreases, in 1998 year there is observed the decrease of number of contract foreign students, and this decrease continues in the period after default.

Table 3

The contingent of foreign students of contract education
in 1990-2009 years and some financial indicators

School year	The number of students, which are taught at the academy, in % to the general number of them in 1998 year	Actual price of one contract by academy in general in % to the 1998 year	The sum that was received by contracts by academy in general in % to the 1998 year.
1	2	3	4
1990/1991	0,46	70,13	0,32
1991/1992	3,98	96,97	3,85
1992/1993	36,54	85,64	31,3
1993/1994	73,85	77,15	56,98
1994/1995	72,78	93,2	67,83
1995/1996	88,53	91,23	80,76
1996/1997	111,93	94,66	105,95
1997/1998	118,96	93,97	111,78
1998/1999	100	100	100
1999/2000	88,30	100,05	88,34
2000/2001	83,33	90,68	75,53
2001/2002	70,51	96,87	68,27
2002/2003	64,26	91,11	58,52
2003/2004	61,38	92,28	52,80
2004/2005	62,98	102,46	57,07
2005/2006	62,50	140,32	87,66
2006/2007	61,54	142,81	87,84
2007/2008	63,46	158,53	100,55
2008/2009	62,82	135,12	84,84

Thereby, comparing the facts of tables 1, 2, and 3 one can conclude that the increase of the cost of education of contract foreign students in Kuban medical academy and the liquidation of discounts for mediatory structures led to the negative changes of indicators of enrolment of corresponding school year and all contingent of contract students in general. While this the decrease of indicators was found as slow and began to improve only in 2004-2007 years, but the liquidation of discounts for the mediators in 2008/2009 and following years led to the decrease of number of foreign students of HEI again.

The diagram 1 clearly illustrates the connection between the number of contract foreign students, which are annually admitted to the academy, and real cost of education for the corresponding year. There attracts out

attention the opposite dependence between these quantities.

Represented in this work facts, which characterize the price policy of Kuban state medical university, show that sharp changes at the sphere of pricing, for the reason of which there was carried out an enrolment, can lead not only to decrease of the number of first-year-students, but also of the all contingent of foreign students. The essential part while this is acted by stability of contractual obligations between the HEI and mediatory structure, which does the recruiting of foreign students.

The questioning of students showed that many of them as the negative moment call instability of cost of the contract, which is noted not only as a change of the price of enrolment but also as introduced right of



the HEI to index the cost of education unilaterally. This is confirmed in the work of S.M.Smolski [4] from the rather successful Moscow energy institute, at which there is stated the situation of “special importance of saving the base price during the number of years, what promotes the improvement of marketing situation for the HEI”.

References

1. Kazarin B.V. The teaching of foreign citizens at the commercial base. – Krasnodar, 1993. – 82 p.
2. Kazarin B.V. Questions of pricing while the studying of contract foreign students // *Kuban scientific medical herald.* – 1999. – № 11. – P. 20-25.
3. Exemplary contract by the activity of selection, direction and education of foreign citizens //

Informative reference materials by the questions of education of foreign citizens in Russian Federation. Goskomvuz of RF. – M., 1996. – P. 98-102.

4. Smolski S.M. The experience of Moscow energy institute by the forming of contract price for the education of foreign students and by the distribution of means inside the HEI // *Educational services of Russian higher school. Marketing. New forms.* – M., 1995. – P. 23-25.

5. Rozhdestvenski A.V. The internationalization of Russian system of higher professional education: problems and perspectives // *The conference-seminar of pro-rectors by the international activity of higher educational institutions of Russian Federation.* – M., 2009.