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MARKETING RESEARCHES OF EDUCATIONAL PROCESS

The prestige of university is primarily created by its graduates. Thus, university conscientiously watches after all the aspects of the educational process. Regular monitorings help to correct and update study materials, methods of teaching and to provide the new forms of teaching in time.

In 2012-2013 it was conducted a survey of students. The quality of educational services has become the object of research, as it is the main part, that influence on the skills level of the specialists. There is examined an educational program of the University, preparation of academic staff and their impact on the professional skills of the graduates. Subjects of the research were students of the fifth year, who can evaluate whole curriculum.

Students were offered to analyze the level of providing educational process, professional skills of the lecturers, carrying out practice and the other aspects of educational services. The evaluation was conducted on a five-point scale. Students had an opportunity to express their wishes, propositions for improvement of quality of the education services. For the processing interviewing results it was used the functions of Microsoft office Exel, which let to minimise the coefficient of error.

First of all students were proposed to analyze the content of educational process. With the help of the questions, which let to determine the rationality of load distribution during the year, it was determined that students are satisfied with a timetable of the lectures, amount and quality of disciplines and also distribution of time between the forms of the lectures.

As for the educators' professionalism, almost all the students (85%) are satisfied by the level of education. It tells about the high qualification and educational erudition of the lecturers, their ability to make students interested in discipline, and to find a common language with the students.

The set of disciplines at the faculties meets the needs of practical activities. Practical training left not only good memories and skills but also the excellent results of questionnaire (80%). It is naturally, because university cooperates with large corporations, such as for example DTEK –the largest energy company of Ukraine, which is a leader of mining and energy sector. The result of such cooperation is the opening of Methodology Center, where it became possible unification of strong theoretical base of the university and advanced practical technologies, which are applied in DTEK. University fully ensures the necessary conditions for a practical activity and future employment of students. Only 5% among the all students were dissatisfied with practical activity. It can be connected with the personal wishes or program of practice. (Fig. 1)

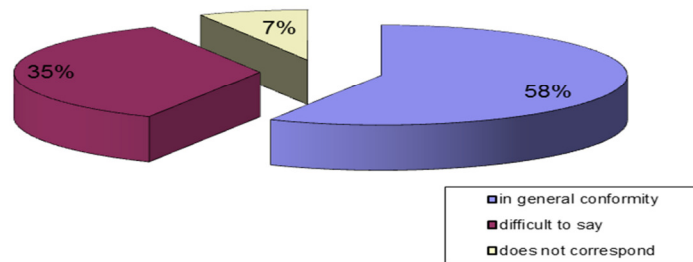


Fig. 1. Correspondence of the discipline set at the faculties to the needs of practical activity

Today, the most popular is creation of conditions for self-education of students. The lecturers inturn try to motivate students to search an additional material by themselves, with the purpose to deepen and expand their knowledge. The National mining university creates all conditions for self - this is opinion of the 72% of respondents. (Fig. 2)

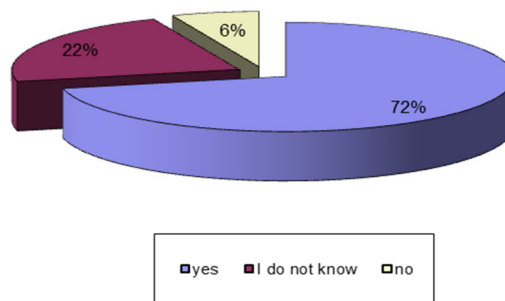


Fig. 2. Creation of conditions for self-education by the university

The analysis of data showed, that students are satisfied with the quality of educational services and believe that the University according to the time introduces innovations of educational process. The evidence of it are results of NMU activity showed in the rating “TOP-100 Ukraine”, where National mining university is ahead only of the three higher education institutions. University raised up 3 places during the last five years. NMU took the third place among the technical universities of Ukraine and the first place among the universities of the region.