

CURRENT STATUS OF PROMOTING THE EFFICIENCY OF EDUCATIONAL SERVICES AND ENTREPRENEURIAL ACTIVITIES

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Abstract: This article covers the current issues of the development of educational services and entrepreneurial activity. The article considers the current state of financing higher education institutions, ways to attract extrabudgetary funds and issues of organizing commercial activities in educational institutions. It also analyzes the importance of motivation in improving the quality of educational services, methods of motivating employees and the introduction of a self-financing system in the education sector. The authors offer various forms of establishing entrepreneurial activity in educational institutions and develop practical recommendations aimed at increasing the efficiency of educational services.

Keywords: Educational services, entrepreneurial activity, higher education institutions, financial support, extrabudgetary funds, motivation, financing of education, commercial activities, self-financing, quality of education, employee motivation, innovative education, marginal method, educational management.

The current model of education, especially in the context of the global financial and economic crisis, requires the formation of a financial and economic mechanism for education, in particular, to supplement budget financing, extrabudgetary sources, and serious changes. Currently, the activity of attracting additional extrabudgetary sources of financing of higher educational institutions is characterized by a commercial nature. Although the main goal of commercial activity is to ensure the financial stability of higher educational institutions in order to preserve and develop the potential for intellectual, educational, scientific, spiritual and educational activities. Therefore, the task is to find an effective way to integrate education with primary commerce.

The main source of funding for the school is the provision of educational services within the framework of state educational standards and programs. This includes production on a paid-contract basis in higher educational institutions, the provision of additional educational services, publishing, services, etc. This work is carried out on the basis of concluding contracts with the population, enterprises, organizations and entities operating in various forms of ownership.

The procedure for financial support of educational institutions is as follows: from January 1, 2000, the remaining funds of educational institutions that receive additional income from extrabudgetary activities will be used to strengthen the material and technical base of the educational institution, as well as to provide material incentives to employees, from all types of taxes and fees received by the state budget. was released. In accordance with the Budget Code of the Republic of Uzbekistan (approved by Law No. URK360 dated 26.12.2013), this was extended until January 1, 2023. This expands the possibilities of obtaining funds outside the budget, such as from the production and sale of products (works, services) for the purpose of the activity, from the rental of buildings and other state property to organizations, and from sponsorship

(donation) funds for higher education institutions.

Funds received from commercial and production activities are distributed independently by the higher education institution according to the cost items based on the mutual agreement between the customer and the higher education institution. Funds received from the sale and lease of equipment by the higher education institution, as well as income from the use of a commercial organization established by it, are used by the higher education institution at its discretion.

Enterprises and institutions may provide independent educational institutions with equipment and materials, buildings and structures, transport and technical means, and financial resources in the form of sponsorship.

In conditions of limited material and labor resources for higher education, the economically efficient organization of extrabudgetary activities of the higher education system helps to achieve the goals and objectives of the higher education system (education, science, culture) with good results.

Today, the task of developing such an organizational and economic mechanism for higher education institutions, that is, creating a self-sufficient and self-developing system, is to create a system that allows for rapid and expanded recycling of the economy of higher education institutions from their own (extrabudgetary) resources.

In our opinion, the organizational and economic mechanism of off-budget activities should be based on the following system of principles of the organizational and economic consortium:

- increasing the right of citizens to receive higher education, improving conditions, convenience and opportunities;
- ensuring the freedom of the non-profit economic system in educational institutions;
- creating conditions for an increase in the share of private property in higher education institutions relative to state property, for attracting private investors and employees to extrabudgetary activities with their own property;
- economically efficient use of the limited resources of the higher education system;
- reforming the mission of the higher education system and taking into account external, market criteria of efficiency;
- high-level diversification of the direction and types of extra-budgetary activities;
- achieving integration, differentiation of specialists and editorial staff at the expense of educational services provided by higher education institutions and funds raised as a result of entrepreneurial activity, etc.

In his place, economist M. Saidov pays special attention to the issue of motivating employees as one of the main issues in the development of educational services and entrepreneurial activity in educational institutions and puts forward the following ideas: "Improving the quality of educational services in educational institutions and increasing the efficiency of entrepreneurial activity, of course, depends on the level of motivation. It will also depend. Here, it is important to consider the Yerkes-Dodson Law. Motivation is the process of stimulating the activity of a person (either an individual or a group of individuals) to achieve a common goal. "Promotion is aimed at instilling in people an economic, intellectual and moral interest in labor, which is manifested in the quality of providing them with a "humanization" of the social mind, which provides them with a factor of material security and the security of themselves and their relationships.¹

¹ Peregudov L.V., Saidov M.Kh. Management and Economics of Higher Education. T.: "Finance" Publishing House, 2002.

"We propose the following as an additional complement to the ideas of the economist: motivations can be internal, external, and emotional (Figure 2.12).

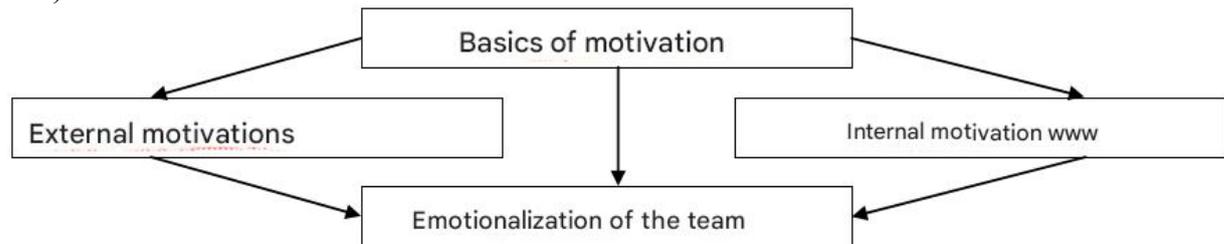


Figure 2.10. Motivation style

Internal motivations are self-expression, discipline, self-control, etc.

External motivations are:

- material incentives (increase in category, personal allowance, reward, etc.);
- promotion;
- moral incentives (expressing gratitude, appreciation, etc.);
- coercive measures (regular supervision, punishment in accordance with labor legislation).

Emotionalization of the team determines the following:

- openness and awareness;
- clear and justified distribution of responsibilities;
- a clear understanding of the goal by all team members;
- participation of everyone in planning;
- understanding that good work is always encouraged;
- clear organization and management by leaders, etc.

However, motivation is a very complex process, because it depends on various psychological, moral, economic, social and other factors. In addition, each person has his own motivational structure. Therefore, there is no single means of encouraging a person to work actively.

Instead, it is possible to use motivation to improve the quality of educational services, especially for teachers. In this regard, when motivating a teacher, it is necessary to take into account some of his characteristics.

It is also possible to have the opportunity to earn additional income by installing and installing automated laundry and dry cleaning equipment for students, in particular, for students' dormitories and hotels, as part of entrepreneurial activity (service sector, including household services) in the relevant tables provided in paragraph 2.2 of the law. These include the provision of photography, audio and video services, the operation of hairdressing and beauty salons.

Also, most educational institutions have Internet access. However, due to the fact that their financial support is allocated from the budget, there are often cases when the Internet service is temporarily unavailable, and even when it is working, its speed is very slow. Therefore, it is possible to introduce a free Internet service on the basis of a mutually beneficial partnership between Internet providers who intend to work on the basis of modern wireless and mobile communication means under a contract with an educational institution, and also to earn additional funds by allocating space for rent to them.

In addition, it is possible to organize training in a second profession (telephone, TV and computer technician, tailoring, sewing, hairdressing, business management, accounting, courses

in working with electronic programs, etc.) for female students studying at a higher educational institution and other aspiring students, and to create additional income.

In addition, remedial courses can be organized for applicants who were unable to enter a higher education institution based on the entrance exams (in subjects) for admission to this higher education institution, upon mutual agreement and involvement of the educational administrators of this higher education institution. These, in turn, foster a sense of belonging and commitment to improving the efficiency of educational services and entrepreneurial activities.

We believe that the educational services and entrepreneurial activities that can be implemented in educational institutions listed above will certainly be implemented in practice in the future. The list of these services can be further developed and expanded. Therefore, the goal is to ensure the economic and financial stability of the budget of our Republic, as well as to increase the number and quality of educational services provided in higher education institutions and increase the revenue of extrabudgetary funds by introducing other entrepreneurial activities.

In the higher education sector, the use of a tuition fee system, namely the marginal method, is appropriate for ensuring the sustainability of education, which is aimed at generating income. The marginal method is considered to be a utility analysis based on its marginal dimensions for studying economic processes.

This method determines the possibility of using the following systematized costs:

- costs spent on the educational process should be allocated so that the student can be assigned to a specific specialty or specialization.
- conditional costs should be spent on educational services directly to organize the educational process.
- indirect costs should be spent on the formation of educational services as a result of the transition to a full-fledged payment system for the education sector;
- indirect costs for all educational services are aimed at self-financing the education sector.

From the above cases, it is clear that the introduction of a self-financing system in the development of the education sector, based on foreign experience, will be implemented in the education sector of our Republic, and its development will be achieved based on its own ranking.