

# Research University Is a Foundation of Tertiary Education, Science, Culture and Innovations in Modern World

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## Abstract

Actualy of the research based on the growing criticism of the structure of the academic management, the increased need for new teaching methods and forms of financial support, undeniable advances in information and communication technologies, the increasing international mobility of students and teachers (Gnevasheva, 2006). The aim of the article is directed to study changes of educational foundation, framed of the new model of university, distinguished as multilevel structure and continuity of the educational process, necessary for innovation (Zhuravlev, 2000). The main approach to the problem to be served to make clear the process of keeping the optimal balance between research and teaching at university complex (Belaynin, 2015). In summary, we would like to emphasize that the prestige of the university and public opinion about the quality of educational services depends on the quality of work of the teaching staff at tertiary education, the administration of the universities can recruit famous teaches, employees, are more likely to be objectively evaluated (Salim'yanova, 2011). The material of the article can be useful for professionals of pedagogics and management science if teachers and students will analyze the university as an important component of the reform at tertiary education in the era of globalization (Kazbekov, 2012).

**Key words:** Education, Academic management, Tertiary education, University complexes, Research, Teaching, Learning, Student

## INTRODUCTION

### The Need to Revise Values

Social and economic reforms taking place in the last decade in Russia, leading to the need to revise values, the formation of new thinking, contributing its own historical experience, cultural wealth to the development of all mankind. This article is devoted to a careful study of a research university as an important component of the reform program of higher education in the era of "global innovation".

The end of the last century for higher education has been linked to growing criticism of the structure of the academic management, the increased need for new teaching methods

and forms of financial support, undeniable advances in information and communication technologies, the increasing international mobility of students and teachers.

### University Complexes as a New Model of University

The emergence of new universities, but rather a new model of university – university complexes due to the reaction of the educational environment for innovative transformation of the economy. In the university there is a complex chain of changes necessary for innovation. The new university model is distinguished not only as multilevel structure and continuity of the educational process, but also as an exceptional location for interdisciplinary contacts. It is these features of educational activities of universities can maximize the scientific validity and comprehensive expert assessment of any innovative projects. Considering the modern economy in a variety range of innovative changes, we must emphasize that this economic model requires the construction of a system of continuous education and fundamental (build on the latest scientific developments of domestic and foreign experts) interdisciplinary educational programs. The successful combination of the educational

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function of the success of the latest scientific research, enables us to construct an ideal system for the traditional universities. From the mentioned above it can be concluded that an economy based on knowledge, is an economy based on university education.

## **METHODOLOGICAL FRAMEWORK**

### **The Essential Characteristics of the University**

In this regard, the tertiary education becomes a part of the center of public attention. It was not only the fact that it was associated with the prospects of scientific discovery and preparation of professionals in different fields of industry, science, culture, sought public state. The University has always been a center of scientific research and the guardian of cultural values.

One of the leading experts and administrators of the higher school of the USA, the former president of the University of California K. Kerr in 1963 coined a new term, the best way revealing the essential characteristics of the university. "Multiuniversitet" (multiuniversity) is vault of eternal truths and values, the center of creation and development of new scientific knowledge, in order to serve the institution for the benefit of society and the individual. It is not just a community of students, faculty, researchers, administrators and staff. This institution of higher education, which occupies an important place teaching and training, where a high level of scientific research, which is constantly searching for solutions to social and economic problems of society" [1].

### **Comprehensive Look to Management Problems**

Important factors are the success of the university as a common organizational culture of the university, and the attitude of the leadership for change. In recent years, studies have intensified the problems of education quality management, but has not lost urgency of the problem of quality management education. To solve management problems managers should have a comprehensive look at their own organizations.

Immediate steps in this direction, according to A.M. Belyanin are:

- The development of a high level of culture in which to assess not only the success of the individual, but also the institution as a whole, the creative team of associates; ministry colleagues, university, society is becoming more important than personal achievements and successes;
- Identification of professional development at various stages of activity;
- The distinctive features of educational and social activities of the standard results" [2].

### **The Objectives of the Reform**

In implementing structural cultural and structural change can not select some the most effective approach. The key elements of the organizational culture of the university, historical traditions and values must be used. They are able to provide a meaningful advantage in dealing with the modernization and reform of individual universities and the educational process of the city, region and country. One of the ways to manage institutional changes was the use of information technology education. We are talking about a completely new higher education institution, which will be effectively used by information technology, which will create a management structure that can set priorities, focus on the special mission of the university.

The objectives of the reform, so reform of the university are a priority in the system of higher education includes not only updating the content of education, but also to upgrade the educational environment and teaching. Pedagogy as a science should study the negative trends in education, baring inadequate financial situation of educational institutions of the higher school, conformable to provide the current level of quality of education effective development and implementation of innovations in the educational process.

### **Education based on Priority Areas**

Research University aims to implement basic, higher and after undergraduate professional teacher education based on the promising variable programs for continuing education system on priority areas for the country training. The demand for workers with flexible knowledge and able to adapt to changing environmental conditions, began to grow rapidly. Specialized professional skills are in demand along with the interdisciplinary knowledge necessary to work outside the traditional industry boundaries. Going beyond – educational tasks, the university should carry additional individual training within the social order, for the implementation of existing country programs. The University is able to initiate scientific and pedagogical research in the field of socio-cultural, scientific and industrial activity, to carry out undergraduate and post undergraduate teacher education for foreign students, using basic innovative educational institution. Such an attitude towards university education is easily explained. Implemented by the constant growth of the market of intellectual work, which demands a certain professional profile and level of education. Global information of modern society helps, especially in the last decade, growth in the demand for humanitarian education. The nature of relations between the participants of the educational process is the need for its cultural urological orientation. It is necessary to give a new sense to the process of

humanization by overcoming the fragmentation of science and humanities education.

### **The New Mission of University Education**

The new mission of education, and especially university, to create a harmonious integrity of the educational space by opening a global educational process for everyone. In our view, requires purposeful work to create socio-cultural image of the university not only as a center for education, provides a profession. Particular attention should be paid to the formation of students social competences, which are understood as a set of knowledge, skills and social and psychological characteristics that determine the level of relations between the fatherland and an individual and allows him to take the right decision in different situations" [3].

## **RESULTS**

### **Foreign Language in Higher Education**

With regard to the special significance of university education can not ignore the problem of learning a foreign language as a linguistic system. Today, knowledge of foreign languages is an essential part of the professional competence of the student of any specialty. As a consequence, it increases the importance of discipline "Foreign Language" in higher education.

In our view, we can not accept with Robust additional evidence point of view, that "In the era of globalization and the widespread introduction of information and communication technologies (ICT), foreign language is necessary for full cooperation with all members of the international community, demonstration of national achievements and the use of advanced foreign experience" [4].

The specifics of teaching a foreign language to language specialties of the university is largely determined by the fact that it is focused on achieving practical purpose - mediated formation of skills in writing and direct a successful foreign language communication on professional issues. Especially important question of a foreign language sounds in the context of humanization of higher education. On the one hand the study of a foreign language - is a way of humanization of education, on the other, a way of familiarizing students to the cultural heritage and human values.

### **Humanization in the Field of Education**

From our point of view it is necessary to characterize the humanization in the field of education, as part of our study. Humanitarian science is not just an increase in the number

of objects of social and humanities, it is the reorientation of interdisciplinary interaction between social science and technical subjects in the humanitarian sector, borrowing inherent humanities thinking. Humanization of education involves the formation of a new type of man, which consists in the unity of the common cultural, social, moral and professional development of the individual. In the context of humanization of education are also important educational goal of developing and learning a foreign language. Developing target implies not only the general intellectual development of the student's personality, the formation of social interaction abilities, mastery of techniques of communication activities. Educational potential of discipline "Foreign Language" is the formation of moral qualities of the personality of students through a familiarity with spiritual and material values of other countries and peoples.

Thus, we come to the formulation of the main objectives of teaching foreign languages in the context of humanization of education in the era of global innovation. With full confidence we dare to claim that such a goal can be called a form of foreign language culture of the student language specialties of the university.

### **Foreign Language Culture**

We can not agree with the definition given by E.I. Passov, in our opinion, the most fully reveals the essential meaning of the term. "Speaking another culture - this is part of the culture of mankind, which the student can master the process of communicative foreign language education in the cognitive (cultural studies, develops (psychological), educational (pedagogical) and training (social) aspects" [5].

The scope of our study suggests that the task of forming foreign language culture of students in the mastery of a variety of specialties is very important. The study of discipline "Foreign Language" is increasingly important in the context of education and university complexes.

The ongoing education reform in Russia is the natural reaction of society to the global innovation changes occurring in the world and in the sphere of intellectual services. We call these innovations innovative paradigm. The innovative process creates the conditions for a total market valuation. Within this paradigm all that is within the scope of human industrial activity has always economically, that is, the market dimension. What does the market of intellectual services appear in our time? Technology of intellectual activity is the process of translating the fundamental ideas in the form of technology. We are talking about technology in the broadest sense, there is a place where new production technologies and the artistic, pedagogical, in a word, humanitarian technologies. Any

technology has two obvious advantages. The technology is easier to learn and use than any spiritual state. Technologies tend clear description that simplifies the process of copyright gives the possibility to sell them in the market of intellectual services. This is the essence of the commercial side of the intellectual activity of the company.

## DISCUSSIONS

The idea of integrating learning is not new. As part of the university complexes it has acquired a new incarnation and has been further developed. One of the founders of the idea in America was Herman Schneider, who in 1906 developed the first curriculum cooperative education, and introduced him at the University of Cincinnati (Ohio). This was the beginning of an integrated learning system, conducive to various experiments and allowed to obtain additional revenues. It was one of the first examples of the center of the scientific approach industrial-university cooperation. The task of creating a Science and Technology Park at the University was in operational use of scientific and technological development and successful testing in the workplace. In foreign practice, the concept of “scientific” and “technological park” has several meanings. Merge didactic teaching with the logic of scientific research allow to approach the area of knowledge that separates the known and unknown for the individual to know and limit innovation for humanity.

This teacher, creative mastering educational space, a predefined specific practical activities, expands its capabilities and prospects, linking educational and scientific activity. The new model of the university, the university complex, represent the unity of scientific research and the educational process. personifies the new quality of education of higher vocational school. It focused on the training of the intellectual elite, which has scientific and analytical and organizational knowledge, ability to create and develop practical new high technologies, to determine the technical and economic potential of the country.

Different universities have different missions and goals of terial education. Small private colleges carry out the formation of the elite, so give preference to teaching. According to the results of the survey Tang Chamberlain (1997), the administrators believe that the combination of research and teaching is the mission of modern universities. We reserve the right not to agree with this opinion.

Public universities position themselves as centers of science, of course, that they are more interested in the development of scientific school on the basis of university complexes. In our opinion it is difficult to find the optimal

balance between research and teaching. Difficulties arise in the evaluation of both activities. The work of researchers to evaluate the simpler works (research) personnel enable objective measurement of the efforts of an employee of the university. The work of teachers is difficult to translate into quantitative measurement, in addition, such activities are not immediately possible to document. We should not forget the fact that the transition to another job with the unconditional reputation of a teacher, many things have to start anew. Activities Researchers estimate is much higher than the activity of the teacher. One can not ignore the fact that the publications in various domestic and especially in foreign journals are highly valued, are highly paid.

It is necessary to take into account Russian realities. For the Western market is characterized by a situation in which it is difficult to evaluate the results of teaching, but it is possible to objectively evaluate the activities of research, the Russian market the situation is reversed: the evaluation criteria of research professors are not sufficiently well defined, and quality service teacher appreciated by his colleagues in the walls of native university and beyond. The idea of improving the quality of education can be put into practice through the creation of a competitive environment in both types of activity of the employee of the university: in teaching and research. Advances in research activities should encourage the provision of opportunities for continuing teaching activities, creating better working conditions and material. Decisions must be made on the basis of the university’s mission, which focuses on one of the main functions of the university: the center of scientific research or education elite.

## CONCLUSION

In summary, we would like to emphasize once more that the prestige of the university and public opinion about the quality of educational services provided to them depends on the quality of work of the teaching staff of the university, which determines the scientific reputation of the school institution.

The quality of teaching forms public opinion about the university. The higher it is, the more likely the administration of the university can recruit famous teachers.

Employees of leading research work, is more likely to be objectively evaluated, even in the case of a change of employment (transfer to another university).

The qualitative results of scientific activity have a greater effect on the wages of the employees of universities, which

are not limited to teaching, which is difficult to assess objectively.

Only by participating in the process of integration of European educational production, Russia will be able to solve the challenges facing higher education in the era of global innovation.

The process of formation of a pan-European educational space has more than two decades. According to the “Declaration on the European space for higher education”, signed by the Minister of Education 29-minute European countries in Bologna in June 1999, the European Union has competence to “carry out coordinated and complementary support” policies of the action. The European Union is committed to “contribute to the development of quality education by supporting cooperation between the Member States, while fully respecting the responsibility of the Member States for the content of education, organization of education systems and their cultural and linguistic diversity” [6]. Russia joined the Bologna Process in September 2003, by signing the Berlin Communiqué. It is important to note that the Bologna process is based on collaboration, whose members, confirming its commitment to the principles and purposes of the formation of a pan-European educational space are free to choose their priorities and to develop programs to implement them.

The challenges facing the universities:

1. Evaluation of all costs and consequences of the Bologna reforms for all institutional processes.
2. Significant changes in the structures of university governance, responsible to the challenges of communication and organization of successful cooperation
3. Adequate funding for mobility and international cooperation.
4. Awareness of students about the Bologna process.
5. Ensuring the quality of academic and practical programs of both levels (bachelor-master). Programming

bachelor level providing multivariate future career graduate” [7].

## RECOMMENDATIONS

Whether destined to become a significant research university in the Russian education reform show. There is something to strive for, something to work on as the modernization of education does not construct defined by its authors, but merely defines the future of innovation vectors of further development of higher education.

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