

Hladiy G.M., *associate professor*
Nsangou J.J., *master student*
Department for Information Computer Systems and Control
Ternopil National Economic University

THE PROJECT OF FORMING THE ATTRACTION SYSTEM FOR FOREIGN STUDENTS AS A FACTOR OF INCREASING THE INTERNATIONAL REPUTATION OF UNIVERSITY

Study examines the processes of forming the system of attracting the foreign students to Ukrainian universities

Keywords: *foreign students, university, recruiting, attracting system*

In connection with the transition to the knowledge economy the problem of improving the quality of higher education becomes significant. Improving the quality and competitiveness of the university depends largely on its internationalization.

Complex issues of education internationalization and increase the number of foreign students is the actual task at the present stage of developing the national education system. An effective system of attracting the international students promotes the growth of their interest in obtaining higher education in Ukraine, the number of foreign students studying in Ukraine, and increases the international reputation of the university.

For this purpose use the project approach. This project aims at developing and testing effective system of attracting the foreign students in Ternopil National Economic University (TNEU) as a means of increasing its competitiveness in the global education market.

The project will be resolved following tasks:

- Research of international and Ukrainian universities experience in development, implementation and use of attracting system for foreign students;
- Separation, description and formalization of best practices in the creation and implementation of foreign students attraction in the current Ukrainian legislation;
- Development and testing of complex methods for creating and implementing a TNEU' system to attract foreign students.

The TNEU' system of providing the export of educational service is based on: International Cooperation Department; information system; recruitment of foreign students; educational programs in English; staffing.

The functions of the International Cooperation Department include:

- university advertising in the international education market;
- consultation of foreign citizens to choose training programs in TNEU;
- organization of educational documents analysis and preparation of necessary documents for obtaining visas;
- meeting foreign students and resettlement in a hostel;
- sociocultural support and others.

Information Support System includes: information site; TNEU advertising on foreign sites; advertising materials in foreign languages; involvement of university departments in the process of advertising; participation in international exhibitions; the work of the Association of Foreign Students.

It is appropriate to specify the following instrumental systems of attracting the foreign students:

- a) Institutional – a set of measures and tools related to the formation of institutions within which the process of attracting and training foreign students;
- b) International strategic partnership – tools to attract students through international cooperation in education between countries or universities;
- c) Recruiting – tools of practical implementation strategies to attract foreign students;
- d) Financing – tools related to the mechanisms of resource support foreign students;
- e) Support – tools aimed at providing a positive educational experience of enrolled foreign students;
- f) Cultural influence – tools of indirect effects, mainly implemented through public, educational and diplomatic center of cultural influence spread.

An important tool for promoting the university in international student environment and enhance its reputation are also implementation of created online

educational courses on international platforms. An effective tool for searching and identify talented and motivated students from foreign countries is the organization of competitions, contests and other intellectual competition.

The current education system should be modernized by expanding the range of educational services, especially for new priority specialties popular abroad. The key to its success is to create permanent network overseas partners. To achieve this is possible only through the creation of professional, including interuniversity marketing structures. Special attention should be paid to such practices of certain aspects of attracting foreign students as the organization of the interaction with external agents in attracting foreign students, the role of alumni associations in attracting, organizing volunteer work, involvement by the presence in national social networks, organization of services and adaptation for foreign students.