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## DEVELOPMENT OF EXPORT POTENTIAL RUSSIAN EDUCATION SYSTEM

### EL DESARROLLO DEL POTENCIAL DE EXPORTACIÓN SISTEMA EDUCATIVO RUSO

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#### ABSTRACT

One of the most negative trends in higher education in recent years is the rapid expansion of international trade in the field of educational services. The World Trade Organization plays a leading role in this sphere. Given the rapid growth in the number of “diploma factories” operating in the international arena, it is reasonable to assume that the result of providing free access to the market for all foreign providers of higher education will be an influx of suppliers of a rather dubious “commodity.” Such fears are in fact the reason why many countries refuse to extend the obligations contained in the GATS to the sphere of educational services. The cardinal expansion of the export of educational services in the last decades is one of the important priorities of the state policy of all countries of the world. The interest of any state to expand the export of educational services can be explained by many economic, political and social reasons.

#### Keywords:

Education, export, nation, student, intellectual potential, higher school.

#### RESUMEN

Una de las tendencias más negativas en la Educación Superior en los últimos años es la rápida expansión del comercio internacional en el ámbito de los servicios educativos. La Organización Mundial de Comercio desempeña un papel principal en este ámbito. Dado el rápido crecimiento en el número de “fábricas de diplomas” que operan en el ámbito internacional, es razonable suponer que el resultado de proporcionar acceso libre al mercado para todos los proveedores extranjeros de Educación Superior será una afluencia de proveedores de un oscuro “mercancía”. Tales temores son, de hecho, la razón por la que muchos países se niegan a extender las obligaciones contenidas en el AGCS a la esfera de los servicios educativos. La expansión cardinal de la exportación de servicios educativos en las últimas décadas es una de las prioridades importantes de la política de Estado de todos los países del mundo. El interés de cualquier estado para expandir la exportación de servicios educativos puede explicarse por muchas razones económicas, políticas y sociales.

#### Palabras clave:

La educación, la exportación, la nación, el estudiante, el potencial intelectual, escuela superior.

## INTRODUCTION

According to UNESCO forecasts, the number of foreign students in the world can already grow to 7 million by 2025, and the volumes of the international market of educational services are billions of dollars. For example, the American higher school earns 15 foreign students (due to the role of their educational system) than the US Government spends on it. Education is the fifth most important export item in the United States. For comparison, 30 years ago the Soviet Union was a leader in the field of international education, but basically it was connected with ideology. Now Russia is the fourth-fifth in the world for export services. Leading the United States, then Britain, France, Germany, Australia - they have the same percentage, then Canada and Russia (approximately the same). Obviously, in the coming years competition for foreign students will intensify. Many states have declared this work as a strategic national priority.

In the Russian Federation, which, among other things, is a WTO member, a priority project, Export of Education, was developed. Following the meeting of the Presidium of the Presidential Council for Strategic Development and Priority Projects of May 30, 2017, the passport of the priority project "Development of the Export Potential of the Russian Education System" was approved. The project will be implemented from May 2017 to November 2025 inclusive.

The development of education exports for Russia, being a serious national task, is also one of the strongest factors in interpersonal communications, the expansion of cultural contacts, the attraction to the national economy of the most talented people who may remain in it, and, to a certain extent, simply building up Russia's long-term policy.

## DEVELOPMENT

The priority project includes a set of measures to increase the attractiveness of the Russian school in the international market of educational services. First, during the period under review, legislation will be improved that regulates the issues of admission, training and issuance of foreign citizens, as well as the procedure for their entry and stay on the territory of our country. In particular, the "migration" laws will be adjusted, they will be made more loyal to foreign students. Secondly, it is planned to create a consortium of leading universities, which have a positive experience. This will allow us to work out the main approaches to the creation of an education export system by creating truly unique program studies in areas where our science and technology are leading (for example, many

technological types of education in the field of exact, natural, engineering sciences are valued abroad). Thirdly, the issues of employment and internship for the period of study and vacations will be "worked out" so that foreign students can learn and live in normal conditions, work and have a rest in Russia.

As part of the project, it is necessary to develop new forms of joint educational programs and programs in English, develop online education for foreigners, educational tourism routes and summer training programs for foreigners, and create a single Internet browser for the Russian education system. An example can serve in the Ural State Law University, which regularly hosts summer schools in various branches of law. June 26-30, 2017 at the Ural State Law University will be held V Summer School on Human Rights. The summer school is held within the framework of the intercollegiate master program "International Protection of Human Rights", successfully implemented by the Consortium of Russian Universities with the support of the Office of the United Nations High Commissioner for Human Rights and the Russian Ministry of Foreign Affairs. The students of the summer school will be addressed by UN experts, staff of the Office of the United Nations High Commissioner for Human Rights, the Commissioner for Human Rights in the Russian Federation, human rights commissioners of the constituent entities of the Russian Federation, professors from the universities of the European Interuniversity Center for Human Rights and Democratization (EIUC) And leading teachers of international law departments of Russian universities, prominent Russian human rights activists and representatives of non-governmental organizations.

Within the framework of the priority project, the promotion of the brand of Russian education abroad through the channels of Russian foreign missions and leading media will be strengthened, and a consolidated presentation of Russian universities at international exhibitions will be organized.

## CONCLUSIONS

According to the forecasts of the Government of the Russian Federation, as a result of the Export Education project, the number of foreign students who are enrolled in full-time education in Russian universities should grow from 220,000 in 2017 to 710,000 in 2025, while the number of foreign students of online courses Russian educational organizations - from 1 million 100 thousand people to 3 million 500 thousand people. The number of foreign students who have been trained by supplementary education programs should double in 2025 compared to 2016. The volume of funds received from the export of Russian

education should grow more than fivefold, to more than 373 billion rubles in 2025.

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