

The innovative model of a higher educational institution as a strategy of development

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Abstract. Socio-economic transformations in Russia have led to the need to modernize many social institutions and the education system, primarily. Under these conditions, the problem of finding new forms of educational activity and modern educational technologies aimed at personal development arises acutely. Within the framework of the concept of modernization of Russian education, the research aimed at improving the innovation activities of higher education is of particular relevance. Contemporary practices of higher education institutions show that the services they provide are shaped, based on the resource capacity of the institutions themselves, from the existing human resources, with a weak focus on market conditions. Therefore, the development of innovative technologies for teaching academic disciplines is a strategic element of the activities of universities.

Keywords: higher education institutions, innovation activity, system of physical culture and sports, technology

1. Introduction

The hypothesis of the study is that the innovative activity of a higher educational institution in the system of physical education ensures its competitiveness in the new socio-economic conditions. In particular, this research focuses on the following:

- A model was designed for managing innovation in the system of physical culture and sports of a higher educational institution, consisting of the goal, objectives, principles, content, organizational and pedagogical conditions, and the intended result;
- Technology development of innovation in the system of high school physical education is considered;
- Organizational and pedagogical conditions were determined and criteria and indicators of effective organization of innovation activity were highlighted based on the development of teachers' skills in sports marketing;
- Students' interests were studied, their requests in the field of physical culture and sports are satisfied;
- The basis of the system of physical education of students is a student-centered approach, which forms the main components of students' health and contributes to developing their healthy lifestyle;

- The organization of innovation activity is built on the basis of the motivational-need component, the substantive component, the practical-activity component, the creative component.

In many ways, socio-economic changes in the structure of Russian society and market conditions determine new approaches to education in the field of physical culture and sports. The implementation of advanced educational technologies based on the development of marketing activities is becoming one of the driving forces for improving the system of higher education.

2. Materials and Methods

Monographic, abstract-logical, systematic, and comparative analyzes should be attributed to research methods.

3. Results

Physical education is represented in higher education institutions as an academic discipline and an essential component of the holistic development of personality. Being an integral part of the general culture and vocational training of the student during the entire period of study, physical education is a mandatory part of the humanities education complex. The significance of this complex is manifested through the harmonization of spiritual physical forces, the formation of such universal human values as health, physical and mental well-being, and physical perfection [1].

Studies by various scholars argue that in an environment of rapidly evolving new historical realities in the context of the economic renewal of the individual, the current dilemma confronts society. The dilemma is to solve the problem of the contradiction between the program content of physical education and the inadequate physical activity of students in secondary schools, secondary special and higher educational institutions [2, 3].

Another problem of the research is insufficient innovation policy and practical implementation of the promising technological solutions based on comprehensive reliable research and best practical experience. The basis of the modern system of mastering the values of physical culture and sports should consist of theoretical marketing concepts that define innovative approaches and new pedagogical technologies that have emerged in the theory of physical culture and sports. On the basis of the formed analytical base, operational connection of the demanded educational services is planned. Operational connection of popular educational services is based on the predicted consumer demand. At the same time, the justification and calculation of the necessary investments (economic, human, intellectual, etc.) is carried out to create the conditions for the implementation of the proposed services. In addition, in the management system of the university, innovation regulates the interaction with educational authorities to ensure the legal status of educational services provided (timely licensing, certification, documentation of financial statements, etc.). It is not by chance that the purpose and content of higher education in the field of physical culture of agricultural educational organizations imply a person-oriented technology. The technology, which is aimed at the formation of the physical culture of the student's personality, the improvement of their own nature, taking into account age, individual interests and needs; departure from traditional forms of occupation [4]; the formation of knowledge and skills of independent use of physical culture [5]; the use of alternative methods, taking into account the creativity and skill of teachers of physical culture.

The study of the regional features of the university system of education shows that more than 60% of freshmen are the graduates of rural schools from areas. Over the past 10-15 years, the acute demographic situation persists, as well as the full monitoring of public health and harmful sources of pollution is not conducted [6].

Thus, innovation activity in the field of physical culture and sports is the process of researching the external and internal educational environment, designing the development strategy of an educational institution. This activity is carried out in the form of a complex of management activities of a social and pedagogical nature of a specific subject of the industry's market physical culture and sports, aimed at reproducing human capital.

Therefore, the model of innovative activity of the university is aimed at the formation of a healthy lifestyle of students by means of physical culture. The main objectives of physical culture: the creation of motivation for health, scientific understanding of the essence of a healthy lifestyle, and the choice of a reasonable individual way of life, taking into account educational activities. The model of the university's innovation activity includes target, content, and criterion components, organizational and pedagogical conditions, as well as monitoring as a mechanism for tracking the quality of education and expected results.

Technology innovation in the system of high school physical education includes three interrelated stages: preparatory, main, final ones. In each of the stages, the goals, objectives, and the proposed algorithm of actions for its effective implementation are reflected. In this case, the main organizational and pedagogical conditions include (a) the improvement of innovation activities by managers and teachers of an educational institution; (b) the technology development and identification of priority areas for innovation; (c) the preparation of educational programs, forms, methods, and means of their implementation; (d) the formation of professional competence of teachers in the framework of sports marketing.

Cognitive needs, which have a specific form in accordance with the needs of the individual, are central to the main elements of the innovation of educational services. The main task of innovation is the preparation of organizational and scientific-pedagogical personnel in the field of education, who own tools and techniques in relation to the features of educational services, processes and the results of their provision.

Depending on the level of innovation in educational institutions, a total of three levels of use of this concept should be highlighted. First, the educational institution's activities as a whole are reoriented towards innovation as a concept for managing educational services, which predetermines not only the creation of services (departments), but also a change in the whole management philosophy. Second, in an educational institution, separate complexes (groups of interrelated methods and means) of marketing activities (development and production of educational products and services based on the study of demand and market conditions, etc.) are used. Third, in an educational institution, individual elements of innovation are implemented in isolation; innovative activity in the field of education acts as a special sociocultural activity, has the same characteristics as any other kind of human activity. First of all, these are such characteristics as goal setting, motivation, objectivity.

In our study, innovation is viewed as a dynamic socio-economic phenomenon that includes its goals, principles, and functions. The main task of innovation in the management of educational services is to ensure that in practical work, an educational institution could clearly identify, study, and evaluate the social expectations and needs that its activities are aimed to meet.

The use of innovative technologies in the field of physical culture and sports has the following goal: to contribute to the identification, formation, and effective satisfaction of the needs of target groups of educational users, which ensures the competitiveness of the university itself.

Thus, the strategic element of innovation is a variable model to ensure its competitive advantage. On this basis, the development of proposals for the expansion, opening (reduction) of electives, special seminars, elective subjects, courses, circles becomes possible. We consider it expedient to build a hierarchy of subordination of the goals of the school and innovation activities in the field of physical culture and sports. These are the elements that allow optimizing the efforts of teachers to achieve the planned results (indicators). Theoretical development of the model of innovative activity of the university and the formation of competence of a specialist in the field of physical culture and sports are the basic element of the formation of a healthy lifestyle for students. We consider the model as a system consisting of certain interrelated elements: goals, objectives, principles, structural components, content, technology. The target element, which is represented by the unity of purpose and system of tasks, is important for the implementation of the structural-functional model. Innovation activity on the basis of studying the needs and the system of motives determines the orientation of the individual, stimulates, and mobilizes it to show activity. Stimulation of cognitive activity as an element of the teacher's innovation activity implies constant modification of traditional physical education classes. In

such classes, teachers not only require the performance of certain groups of movements, but also give different types of information, motivating the student to independently search for the necessary information, analyze and make it, independently decide, within the framework of the training tasks put forward by the teacher. All these factors contribute to the development of interaction and is associated with the formation of reflection. Innovation activity provides and own reproduction, solving the problems of recruitment, and stimulates the development of methods and techniques for the implementation of all activities of the university.

The starting point in the model is the development of innovative activities of an educational institution with a set of basic elements. The development of innovation activities also includes a social order for the training of specialists in the agro-industrial sector and specialists in marketing educational services in the field of physical culture and sports. It is important to note that they possess personal-oriented educational technologies. The presented model of teaching in physical education classes at the university has been adapted by us in relation to agricultural educational institutions and consists of a number of interrelated elements.

4. Discussion

According to marketing research conducted by us in 2017-2018, 55.3% of respondents believe that “the health is the most important thing in life.” Also, there are the following answers: “the health is a necessary condition for full-fledged activity” (35%); “there are other values that are also important for the health” (2.4%); “prefer to live without thinking about the health” (5.8%). Segmentation of target groups showed that when ranking factors defining health, the young male students of the Altai State Agrarian University put “lifestyle” in the first place, “heredity” on the second, an “environmental factor” on the third, and “medical care” on the fourth. Female students put on the first place “heredity”, and “lifestyle” occupies the second position. At the same time, the results of judgments about the essence of a healthy lifestyle speak about the low competence of students in this issue.

One of the reasons for these differences is the factors of a motivational order: a person’s awareness of the measures of his responsibility for the preservation and promotion of health. So, if students with good self-esteem health consider that “first of all, the state of human health depends on him” in 53.6% of cases, then people with satisfactory and poor self-esteem – in 35.8% and 36.3%, respectively.

Thus, the healthy lifestyles developed in the model with the use of physical culture can be formed on the basis of the identified factors of students' preference for types of physical activity and develop them based on communicative marketing techniques, and methods. The use of marketing analysis techniques allowed us to assess the potential demand for physical education and sports services for students using field marketing research methods: questionnaires and surveys.

The study of segments acting as typical (hedonists, athletes, bodybuilders, extreme lovers, adherents of a healthy lifestyle) allowed us to draw the following conclusion. Regardless of gender, the desire to get positive emotions from sports activities, optimize one’s mode, improve physical fitness, general well-being, improve health, etc. are the prevailing criteria. This allowed to form the basic recommended values for the development and improvement of innovation activities in the field of sports marketing of the Altai State Agrarian University.

5. Conclusion

Thus, different levels of formation of a healthy lifestyle of students can be distinguished. These levels determine the ability to accept the task set by the teacher or form it yourself. In the characterization of the need-motivational component, we considered such parties as the ability of interest to go beyond the material under study at this stage, an orientation toward independence in the formation of new goals. In accordance with the specified criteria, we identified the four levels of formation of the substantial component of a healthy lifestyle of students, which are presented in Table 1.

The results of the study prove the effectiveness and expediency of developing innovative activities in shaping a healthy lifestyle for students by means of physical culture.

Only a simultaneous and interconnected solution of technological, methodical, scientific, material, and other issues of organizing marketing activities as a process of forming a healthy lifestyle will help students develop a need for physical self-improvement and self-education.

Table 1. Levels of a substantial component of a healthy student life style.

Levels of formation	Criteria of level of formation
Optimal	Students are ready to creatively apply knowledge in new situations; the work presents all kinds of knowledge, their volume corresponds to the program, all essential connections are realized. Students know the state of their health, adequately set goals for recreational activities, and master the methods of self-control over the state of health and functional state of the body. They are able to give a scientific assessment of creative achievements in shaping a healthy lifestyle.
Valid	Students can apply knowledge in typical situations and in the model, including its easily recognizable variations. They are able to adequately set the goal of recreational activities, basically, they know the methods of self-control over the state of their health and the functional state of their body, but to a certain extent they need the advice of a teacher.
Critical	Students consciously perceive and fix knowledge in their memory, they are able to realize the corresponding phenomena, processes and form basic concepts. But they are not ready to apply knowledge in typical or standard situations, their volume do not correspond to the program. They are not independent and inadequate in setting the goal of recreational activities, they are able to take only a few actions in the composition of the skill.
Invalid	Students do not perceive and do not fix knowledge in memory. Not ready to apply knowledge in either typical or standard situations. The scope of their knowledge does not match the program. They do not own methods of self-control over the state of the body and functional systems, they are not independent in setting the goal of recreational activities.

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