

ASSESSMENT OF COMPETITIVENESS OF EDUCATIONAL INSTITUTIONS IN THE IT-EDUCATION MARKET

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The article deals with the study of theoretical approaches to the definition of the competitiveness of the enterprise and the definition of the competitiveness of educational institutions. Competitiveness is the ability of an educational institution to act on the market alongside similar educational services or competing educational institutions. Competitiveness is defined as a dynamic variable that is constantly changing and depends on a number of factors.

The key players in the market of IT education courses and key competitors in the market of higher educational institutions are revealed. Among the considered competitors there are no universities except STEP, because the list of specialties courses in IT education differs radically.

The competitiveness of key Ukrainian IT universities by selected indicators was analyzed. A comparative analysis was conducted by the expert evaluation method. Based on the results of the analysis, we can see the largest coverage of the market and expert likes in KNURE, KhPI and Lviv Polytechnic. Instead, the experts did not appreciate the quality of the traditionally prestigious Vinnitsa National Technical University.

The results of the comparative analysis of the competitiveness of key players of the Ukrainian market of educational courses in the IT-segment with the involvement of experts are presented. The analysis showed that the Computer Academy STEP became a leader with a significant margin from the last competitor. The only defect detected by experts was the high cost of training, which coincided with the reviews analyzed on the Internet, and our own opinion about the policy of the institution after the analysis competitors.

The results of research of the needs of consumers of educational services in the IT sphere are presented and the conclusion is made that the Computer Academy STEP almost completely satisfies the basic needs of the target audience.

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