

have the ability to perceive, reproduce and initiate an innovation.

As a result of the fact that the company is the main customer of the experts prepared within the limits of vocational training system, the business processes of vocational training system should be interconnected and interdependent.

What are the tendencies of university and business relationships development?

First of all it is necessary to turn to the education system. General tendencies of demographic recession in 1990s were aggravated by unstable economic and political situation in Russia, in contrast to the countries of the New Silk Road [see 4].

Nowadays the reduction of number of students will bring about financial difficulties almost in all high schools. The situation will be aggravated with that fact that not only and the countries of the New Silk Road, but also the whole world economy suffers the deepest crisis which most likely will end not so soon. About a half-million of young men won't get the higher education because of the two-level education system; this will also result in a reduction of students and lecturers [see 2, 3]. Thus, the financial losses of high schools will be huge. This reduction sharply reduces inflow of off-budget students, and, hence, reduces the resources for development and an innovation in high schools and specialized secondary schools and by that causes stagnation of such development.

The financing of education sphere should become profitable for businessmen and each university should develop the program of investment.

Investment policy is generated taking into account some features of the university as the subject of the public sector which primary goal is to satisfy requirements of company. Thus, this investment policy, undoubtedly, is capable to become the effective instrument of increasing the investment appeal of the university.

Besides that, universities should be viewed as independent business units, which provide different services for the community; in our opinion it will help educational institutions to develop the program of investment attraction.

Thus, one of the major factors of maintenance of investment appeal is the introduction of innovative forms of cooperation between educational institutions and business: business, realization of joint marketing programs, business schools, and also various kinds of intercompany

training, creation of business incubators techno-parks (innovative-technological centers) business projects and so forth.

References

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