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## **THEORETICAL BASIS OF THE CONTENT TRAINING MANAGER EDUCATION UNIVERSITIES**

Modern social and economic conditions set to the system of professional education tasks of preparing competent and competitive specialist to work in the rapidly changing environment, able to independently and creatively solve professional tasks, ready for further self-education and self-improvement. Solving this problem is focused on building a new educational environment and realization of Bologna Declaration.

The particular attention of modern scientists is paid to preparation of specialists able creatively realize their professional skills in new conditions of life and in contradictory processes of changes which we can find in the education.

The education management system which has developed in the previous period of the country development, now needs of improvement and updated, so as it is not able to provide the transition of educational institutions from extensive to intensive development and self-development. One of the main place in the solution of these tasks belongs to a manager of education, who has to deal with the increasing of complexity of new purposes and has to be responsible for decisions and final results.

The purpose of the article is to consider the problem of forming the content of professional training of educational manager in the conditions of magistracy in higher educational establishment.

The purpose of modern higher professional education is the development of personality's features which are necessary to it and its society for inclusion in socially valuable activities. Such aim of education confirms the attitude to knowledge, skills and abilities as to means which provides the achievements of the full and harmonious development of emotional, mental, value, strong-willed and physical sides of personality.

The content of professional training of manager education is understood as a specifically chosen and recognized by society (state) the system of elements of objective experience of human, mastering which is necessary for successful management of educational establishment. This is the final result, level and achievement which are expressed in categories of knowledge, skills, personal qualities, mastering of which provides effective professional activity.

The content of professional training of education managers is due to the requirements of society, continuous nature of administrative and educational activities, integration of professional and personal experience of future manager and the need of continuous self-improvement.

The main principles of forming the content of professional training of education managers are: compliance with requirements of society; taking into account the needs and demands of future education manager; intellectualization the content of preparation; consistency, regularity, generality, efficiency and flexibility of educational content; pragmatism and integrate of training content;

fundamentalization, liberalization and diversity of educational content; its structural unity at various levels of formation; context integrity and content of training of future managers of education.