

ECONOMICS

N.V. Przhedetskaya

(Rostov state university of economics, Rostov-on-Don, Russia)

Models and mechanisms of professional unions management organization on the education services market: marketing approach

The analysis of approaches to the creation, establishment and management of associations, unions, associations in the field of business education is carried out. The essence of these actions provides tools for implementation of the formation of professional associations in the field of education. The models of the main trade unions are considered, it is highlighted their strengths and their basic characteristics of the models and mechanisms for training programs.

Key words: models of business education, corporate universities, associations for management development, AACSB, MBA, RABE.

April, 21, 2015
