

## PEDAGOGY

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### **Concept of motivating school graduates and its role in professional orientation activities of higher educational establishments**

It is considered the problems of professional orientation at school. It is underlined that school graduates are greatly interested in professional education of high quality. The work in professional orientation should be aimed at the interconnection of three parts – school, higher educational establishment and labor market. Survey conducted by the authors showed who and what have the main influence on the choice of profession. The survey revealed insufficient influence of professional orientation work from the side of higher educational establishment. The authors mention the main activities in professional orientation which could help to spread information about different majors. The authors come to the conclusion that professional orientation at schools needs great attention from higher educational establishments.

Key words: professional education, work in professional orientation, working activity, motive, choice of profession, higher educational establishments, skills and abilities, competitive.

*July 2, 2019*

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