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## Professional Standards Development and Implementation in the Higher School Management

**Abstract.** The paper looks at the higher school management oriented on the innovative qualification structure and professional standards in the light of the competence approach. The authors demonstrate the possible ways of developing and implementing the above standards with the reference to the different categories of educational personnel: professorial and teaching, scientific, administrative and auxiliary staff. The higher school management system, based on the personnel continuing training and advancing education, can facilitate the further social and economic development. Such functional organization can overcome the urgent educational problems of harmonizing the further training requirements, developing the consistent model of qualification levels, systemizing the qualification criteria for the candidates selection, introducing the unified certification standards of the staff training and assessment, coordinating the qualification requirements within the Russian and European qualification framework.

**Keywords:** professional standard, human capital of high educational establishments, competence, further training, assessment center.

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