In order to develop and implement specific strategies of the university's activity in the market of educational services, the process of training personnel in undergraduate majors and master's specialties and their distribution to work by consumers (employers) is a future specialist. directing the fulfillment of the requirements imposed on the person, and leading this process, planning advertising and information and providing incentives for its promotion, carrying out job distribution and placement of graduates, and providing educational services z consists of preparation, organization of contract conclusion and control.

**Duties of the Career Center and Student Affairs Department:**

- Continuously conduct marketing research in the market of educational services, focusing on educational services, i.e. undergraduate courses

and to study the professional skills (qualifications) of graduates in master's specialties and to determine their compliance with the requirements of employers (consumers).

- Analysis of changes in the service market conjuncture, which can lead to the emergence of competitive educational services for undergraduate courses and master's specialties in the republic's economy and social sector networks, and to determine new directions of development.

- Organization and implementation of a system of pre-employment of graduates based on the analysis of interactions between various factors (segments) affecting the market and conjuncture of educational services for undergraduate courses and master's specialties .

- Job distribution objects, including the ratio of supply and demand for graduates of bachelor's courses and master's specialties - consumers of educational services (employing enterprises, organizations with different forms of ownership - state and local government bodies, state and non-state organizations, etc.) to create a complete data bank by assessing the structure, determining and grouping their geographical location, and diagnosing their potential.

- Creation of a data bank about graduates of the current year (in the field of education and specializations, on the basis of a state grant and payment contract, full-time and special extramural forms of education, with the last name and first name indicated) .

- Preparation of proposals for the opening of new educational areas or specialties, as well as the termination of those that do not meet the requirements of the educational services market, taking into account the development prospects of the economy and social networks of the Republic and related regions (provinces), to sufficient employers to determine the list of undergraduate majors and graduate majors that are not available.

- In order to determine the indicators of student admission, taking into account the requirements (orders) of employers (enterprises and organizations) for existing educational (preparation) directions or specialties, according to state grants and payment contracts formation of current and prospective "portfolio of orders".

- Institution, enterprise employing TATU

and to develop (initially defined) plans for the distribution of graduates to work in accordance with the real needs of organizations for personnel, and to carry out the final distribution, and to compile and summarize the personal distribution record of graduates based on its results.

- a description of the ratings and qualifications of each graduate in the undergraduate majors and master's majors necessary for the work of the TATU graduate employment commission, a questionnaire on the institution, organization or enterprise in which the graduates would like to work the results of inquiries and preparation of information from employers (consumers) about existing labor and household and cultural conditions, salary amounts in the enterprise or organization.

- Applying to the university commission to consider the applications received from the young professionals allocated to work by the allocation commission and to accept the solution, redistribute the necessary and justified points or to implement the process of independent employment.

- Enterprises of graduates who are employed and located

and creation of a complete final data bank on employment in the cross-section of organizations.

- Preparation of charters and proposals for training personnel, their employment, establishment of educational-scientific-production centers (camps, practice bases) and material-technical cooperation with employer enterprises and organizations, as well as with them establish feedback.

- Establishing new contacts with young professionals who have been employed in the current year and during the past years, providing them with practical and methodological assistance in necessary cases, giving advice and summarizing the results of work activities.

- To conclude bilateral contracts between the university and the students admitted on the basis of state grants in the new academic year, that they will work for 3 years at the place of employment after graduation.

- Establishing relations with enterprises, organizations and private enterprises in order to determine the bases of students' production and pre-diploma practice, as well as conclusion of contracts, opinions of employers (consumers) about graduates (objections, shortcomings of young professionals, rejection reasons) and preparing recommendations for making certain changes to the current educational content based on their suggestions for improving the quality of education.

- relevant divisions of the higher education institution (various scientific and methodical councils, scientific, educational and methodical units, faculties, departments) in terms of improving the professional skills of students in undergraduate majors and master's specialties and assigning graduates to work etc.), participate in the analysis and evaluation of the effectiveness of the measures implemented by them, coordinate the activities of all relevant departments in the implementation of the general marketing policy.

- Conduct marketing research and prepare analytical conclusions on the international market of educational services.

- Choosing ways to influence employers (consumers) through information media, mass media (newspapers, magazines,

that information about graduates (in the field of education by regions, specializations) is announced through radio-television, electronic communication, website), placed on the website of the higher education institution , publication of references and ensuring their delivery to consumers (employers), participation in the preparation of advertising content, rough copies of advertising modules, texts of articles, scripts of video and audio tapes.

- Faculties to study and analyze the process of formation of professional skills in students of higher (graduate) courses in accordance with the bachelor's (master's) level of education and the requirements of employers (consumers) and to form a competitive graduate personality based on the analysis of the results of marketing research , respective departments

and providing customer (consumer) recommendations to scientific, educational and methodical departments.

- Undergraduate courses in related higher education institutions

and assessment of the level of professional skills of competitive graduates preparing for master's degrees, their advantages and disadvantages, and comparison with their own graduates.

- Determining the need for master's level scientific-pedagogical personnel at the university and presenting it to the special commission of the Ministry of Higher and Secondary Special Education coordinating the work of assigning graduates to work and monitoring the activities of young professionals.

- Periodic presentation of information about the real needs of personnel and the results of the final job allocation of graduates to the special commission of the relevant ministry (office) and employing institutions, enterprises and organizations, the implementation of the job allocation process control plan of the Oliy and o Providing information to the Ministry of Special Education.

- Proposal on improvement of competitive future professional personality, taking into account scientific and technical achievements and in order to improve the professional skills (qualifications) of bachelor's and master's graduates

and developing recommendations.

- Selection of auxiliary-mediating structures (authorities, departments (departments) of labor and social protection of the population, chambers of commerce and industry, agencies, trustees, etc.) in the allocation of work for graduates by bachelor's courses and master's specialties and their capabilities effective use.

- Ensuring the participation of the university in republican, regional and international exhibitions, fairs, organizing exhibitions and showcase expositions in order to demonstrate the capabilities and advantages of graduates in undergraduate majors and master's majors.

- Coordinating student admission and graduate employment plans with all relevant departments of the higher education institution in order to provide employers with graduates within the specified terms in accordance with the signed contracts.

- In cooperation with the relevant units of the university (councils, faculties, departments, etc.), three-year guaranteed work of graduates of bachelor's and master's specialties on the basis of a state grant, as well as raising the professional activity and level of young professionals undergoing three-year mandatory work. development and implementation of measures to support their promotion from the ranks of the service.

- Distribution and placement of graduates in bachelor's courses and master's specialties, keeping the internal report of the higher education institution on the results of the work of young professionals

and preparation of the annual report of the department of organization, marketing, monitoring and employment of graduates.