

## **Professional competence of departments' managers to provide innovative direction of the development strategy of higher educational institution**

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**Research Methodology.** Using a systematic approach the state of higher education system of Ukraine was studied and the peculiarities of the professional competencies of heads of departments to provide innovative orientation of the university's development strategy were defined.

**Results.** It identifies the main content of the activity of HEIs in the context of the problems of education modernization. It was defined that the content of key competencies of heads of departments lies in the development strategy, chosen by the university. The structure of the model of core competencies, taking into account the innovation oriented development strategy of the HEI, was offered. The basic characteristics, based on the values of which it can be estimated in which direction the organization of the university system is developed, were defined.

**Novelty.** It is offered to evaluate an innovative focus of the development of the university, including approaches: qualification and competence. Methodological approaches for the development of competency models for HEIs were offered. The basic aspects of the strategy of the HEI-innovator were defined.

**The practical significance.** Based on an advanced competency model, which in its composition contains the general for all employees requirements (corporate competence), specific competencies - for specific activities (professional competencies of the manager and expert) and behavioral competencies it is proposed to improve the strategic planning and management of higher educational institutions based on innovation orientation of the HEI development strategy.