

**ROLE OF HIGHER EDUCATION INSTITUTIONS IN SOCIETY:
CHALLENGES, TENDENCIES AND PERSPECTIVES**

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THE ROLE OF CHILD'S DEVELOPMENT CENTERS BASED ON SOCIAL ENTREPRENEURSHIP

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Summary

The paper highlights the relation between culture and social entrepreneurship. The importance of child's development in the context of social entrepreneurship has been considered. The main task of those centers is not only to provide children with elementary knowledge but also assist children in identifying at early age the direction which he or she has aptitudes for, which would enable him or her become a skilled professional who will be able to become a valuable member of the society and make it better. The example of Chernihiv child's development center as a direction of social entrepreneurship has been studied.

Keywords: *social entrepreneurship, culture, child's development center.*

Introduction

The social entrepreneurship is defined as an activity for solving social problems, which makes a business profit and is based on social values.

In other words, include 2 basic notions: 'social values' and 'economic profit'.

The idea of social entrepreneurship came into according to Ashoka Foundation about the 1980ies. However, its popularity started to spread about 18 years ago.

Social entrepreneurship has different definitions because it has a wide meaning. David Bernstein explains the social entrepreneurship as represents an innovative and effective mechanism for addressing many problems around the world.

According to MacMillan, social entrepreneurship is the process of creating new enterprises that lead to social improvements and create entrepreneurial and social activities.

Oxford University's Said Business School said that social entrepreneurship is professional, innovation and persistent approach to systematic changes, which decide social problems and master market opportunity.

"Social entrepreneurship is one of the most hopeful and helpful trends around. These folks are not famous, but they are showing that what it really takes to change the world is not so much wealth or power, but creativity, determination, and passion" according to Nicholas Kristof, The New York Times.

Jan-Urban Sandal (Sandal, 2006) defines social entrepreneurship as a special form of management, which purpose is to run a production function in such a way as to ensure increased value for all the participating parties in that function. In addition, an important part of social entrepreneurship is the innovation.

"Innovation – implies that one is able to do something which previously could not be done, or at least not so efficiently or economically" (Schumpeter, 1912).

In my opinion, the essence of social entrepreneurship is a process of creating something useful and new for society and receiving profit.

The concept of Social Entrepreneurship

In Ukraine, a social enterprise is defined by the subject of economic activity, formed by legal entities and/or individuals whose priority is the activity aimed at the achievement of social results, in particular in the field of healthcare, education, science, culture, environment, provision of social services and support for socially vulnerable groups of the population (the unemployed, the poor, the elderly people, people with disabilities and others; persons identified in the legislation).

Social entrepreneurship should include four basic components, which are presented in the table below.

Table 1. The basic components of Social Entrepreneurship

WHAT is it?	WHY do we need it?	WHO is involved?	WHERE is it happening?
Process by which citizens build or transform institutions to advance solutions to social problems.	System change to address intractable social problems in ways that are sustainable and scalable.	A free person (man/ woman).	Everywhere in the World. The language of social entrepreneurship may be new, but the phenomenon is not.

Social entrepreneurship has become popular in the last 18 years. There are a lot of explanation of social entrepreneurship. In general, social entrepreneurship is an activity for solving social problems, which makes a business profit and is based on social values. The main objective of social entrepreneurship is to make the world a better place for everyone. Someone who exercises initiative by setting up a venture to receive the profit of an opportunity. As a decision maker, decides what, how, and how much of goods or service will be produced.

An entrepreneur supplies risk capital as a risk taker, and monitors and controls the business activities. The entrepreneur is usually a sole owner, a partner, or the one who owns the majority of shares in an incorporated venture. The process of social entrepreneurship leads the society in a democratic direction. A social entrepreneur is a free person, man or woman, whose mental health allows him or her to run a business as the social entrepreneur and the business gives a surplus over costs. The person represents his/her private ownership of production means and has control of the development process in the role as the social entrepreneur. The social entrepreneur is motivated by a personal and inner stimulus, conducts social entrepreneurship without any directions whatsoever from external forces, guidance or control by central authorities.

The result of successful social entrepreneurship is economic development, equal rights, a better world, peace, freedom, a more secure society for everyone, and technological, economic and social progress.

In organizational structure, this new form of business is basically the same as profit-maximizing businesses: it is not a charity, but a business in every sense. The managerial mindset must be the same as in a business: when you are running a social business, you think and work differently than if you were running a charity, even though your objective is different from a profit-maximizing company.

Understanding culture

The role of culture is very significant in the world. There are more than 150 cultural definitions. In general, the concept of culture is the basis of people's activities and they develop using their knowledge, thinking, views and desires. The culture is a history, which has a long-term life and knowledge of past and future for generations.

Culture is defined as «what distinguishes man from animals» (Banks, 2016). People have additional desires that exceed needs. However, animals have just instincts.

Sir Edward B. Tylor's definition of culture (Taylor, 1871, p.43) «Culture... is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by [a human] as a member of society». He explains it as a broad concept.

According to the definition given by the philosopher T. Carver, (Carver, 1952, p.53) «culture is the output of excess human energy in the constant realization of the higher abilities of man».

Culture is very important part of everyday life for everybody.

People are very emotional about the cultural heritage. Art causes deep, high feelings and tells people something important. It teaches to extract power from their local identity, to be proud of their culture and to feel that they are part of the whole world.

Culture and art are more important than the gold. Music, dance, art opens up new thoughts; it gives potential inspiration of the life. Everybody needs the culture because it is the way to self-realization and has bits of knowledge. The cultural heritage adds attraction to the cities, makes them unique, helping to tell an especial history. It provides opportunities for recreation, especially for families. It supports the local economy, attracting tourists, creating new jobs.

The authors Judie and Michael Bopp (Bopp, 2011, p.72) explain it this way: «We dwell within the pool of our shared cultural system, much as fish dwell within water. Most of the time, fish pay no attention at all to the water. They are one with it. They move within it and are moved by its currents. It is their medium. Similarly, human beings dwell within their meaning-making systems without thinking about the system itself. In this way, children grow into a complex web of acquired habits of thought and action without even trying to do so. It just seems to happen».

In conclusion, culture is the instrument, which opens up the social entree.

The idea of child's development centers

Not every child has parents take care of culture. A lot of them do not live in traditional families and they have no parent. In such situation, someone else might teach and give education and knowledge to them. Therefore, nowadays child's development is an inseparable part and plays an important role. Centers are being rapidly improved and the idea is gaining social importance and popularity. Day by day child's development is becoming more and actual.

The subject of the research is the process of instilling social qualities and developing young children's individual potential in the centers for child's development.

Child's development centers have special features at different age (preschool preparation, elementary school children assistance) and different directions of development (development of physical and intellectual abilities) and an application of different teaching methods. Knowledge and personal development are an inseparable part of each person's life. At the beginning, though, one should gain the simplest skills; after that improve and develop them further. Development and forward movement is for success, a good investment into every person's future.

Preschool age is considered the best period for learning. It is scientifically proved that all the information is comprehended and remembered under six. At the preschool age, a child understands what he or she really likes and absorbs knowledge like a sponge.

Child developing centers help disclose each child's inner potential and individuality. The main task of those centers is not only to provide children with elementary knowledge but also assist children in identifying at early age the direction which he or she has aptitudes for, which would enable him or her become a skilled professional who will be able to become a valuable member of the society and make it better.

Child development centers take an important place in social entrepreneurship. They provide children with knowledge; give a possibility to realize your own potential, share thoughts and ideas. A healthy social environment is created for a child since early childhood. There is no denying that healthy, clever and happy children are the future of any state. Teachers instill the sense of beautiful lives, with desire to culture. Development is a constant forward drive. When children develop, their parents develop simultaneously with them.

Child development centers offer their clients several directions of development: intellectual, physical, and aesthetic. Physical development includes sport activities such as dancing, acrobatics, karate etc. Intellectual development includes arithmetic, chess, and speed-reading, language courses etc. Aesthetic development includes playing the musical instrument, singing, courses on ethics, culture and fashion.

Child development centers began appearing in Ukraine 10 years ago. Chernihiv, with a population of 291641 has five big child development centers. Each of them is based on its own philosophy.

Child development center "Origami" aims at making children happy in the first place. The concept is based on taking into account individual desires and each child's abilities as well as principles of harmonious combination of individual development, education and learning. These are constituent parts for child's successful development, obtaining life experience and forming useful life competences as well as shaping one's individual potential for the future life.

As for the foreign experience, attending preschool educational establishments in the USA is a usual practice for children who get ready for school; they mainly include programs for intellectual development, using programs for developing teaching and learning.

Each state has its own educational standard and each educational establishment works according to its own curriculum. Modern system of preschool education in the USA has focused its attention on early childhood development. There is a network of establishments, which work with children from birth and has worked out a special program for children of that age. For example, OPIC strategy of preschool education introduced by the alliance "From birth to 5" 'An approach to successful early education'.

The whole system of cultural establishments in the USA is making a great input into solving the problems of children's socialization. Scout clubs occupy a special place in the system. They update their methods and approaches to adjust them to the challenges of modern life. At present, scout organizations develop club activities. The most popular clubs in the USA are computer clubs, public speaking clubs, financial management club and astronaut clubs.

In the UK, preschool education is a primary level in a general system of upbringing and education in state and private children of early and preschool age are brought up and developed in childcare establishments (childcare centers, entertainment groups, mother and child clubs). Pedagogues base their activities on the idea of integral child's development thus, learning process is not divided into subjects, children are taught a complexity according to the suggested themes. It is considered that child's potential is disclosed under favorable conditions, where the relationship between the children with their peers and adults are of the utmost importance.

In conclusion, we can sum up that child's education is in the first place the result of its interaction with its surroundings, which include people, materials and knowledge.

Every center is a miniature copy of society with young individuals. In the future each of them will make society a better place to live and will help to solve existing societal problems.

Child development centers are profitable if they have all the necessary conditions for successful studying, comfortable time pass and care from highly skilled teachers. In addition, it can be the part of the social entrepreneurship.

Conclusions

Culture and social entrepreneurship is interrelated and has a major role in life. The social

entrepreneurship is an activity for solving social problems, which makes a business profit and is based on social values. Culture is the basis of people's activities and develops using their knowledge, thinking, views and desires and it is the instrument, which opens up the social entry. Knowledge and personal development are an inseparable part of each person's life. Consequently, the child's development is very important and that is why child development centers take an important place in our lives and in social entrepreneurship. Child developing centers help disclose each child's inner potential and individuality. The main task of those centers is not only to provide children with elementary knowledge but also assist children in identifying at early age the direction which he or she has aptitudes for, which would enable him or her become a skilled professional who will be able to become a valuable member of the society and make it better.

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Anotacija

VAIKŲ UGDYMO CENTRŲ, GRINDŽIAMŲ SOCIALINE VERSLININKYSTE, VAIDMUO

Straipsnyje pabrėžiamas kultūros ir socialinio verslumo ryšys. Atkreiptas dėmesys į vaikų vystymosi svarbą socialinio verslumo kontekste. Pagrindinis vaikų ugdymo centrų uždavinys yra ne tik suteikti vaikus elementarias žinias, bet ir padėti vaikams ankstyvame amžiuje nustatyti, kur link krypta jo ar jos sugebėjimai, kurie leistų jiems tapti kvalifikuotais specialistais, gebančiais tapti vertingais visuomenės nariais ir ją pagerinti. Buvo ištirtas Černigovo vaikų ugdymo centras kaip socialinio verslumo ugdymo pavyzdys.

Šiuo metu vaiko ugdymas yra neatskiriama dalis ir vaidina svarbų vaidmenį. Centrai sparčiai tobulinami ir idėja įgauna socialinę svarbą. Kasdienis vaiko ugdymas tampa vis aktualesnis.

Tyrimo objektas yra socialinių įgūdžių ugdymo procesas ir mažų vaikų individualumo ugdymas vaikų ugdymo centruose.

Galima apibendrinti, kad vaiko ugdymas pirmiausia yra jo sąveika su aplinka, kurią sudaro žmonės, medžiagos ir žinios.

Kiekvienas centras yra miniatiūrinė jaunų žmonių visuomenė. Ateityje kiekvienas iš jų prisidės prie to, kad visuomenėje būtų geriau gyventi ir padės išspręsti egzistuojančias visuomenines problemas. Vaikų vystymo centrai yra pelningi, jei jie suteikia visas būtinas sėkmingo mokymosi, patogaus laiko praleidimo sąlygas ir rūpinasi aukštos kvalifikacijos mokytojais. Be to, tai gali būti socialinės verslininkystės dalis. Kultūra ir socialinė verslininkystė yra tarpusavyje susiję ir vaidina svarbų vaidmenį gyvenime. Socialinė verslininkystė – tai siekianti pelno socialinių problemų sprendimo veikla, grindžiama socialinėmis vertybėmis. Kultūra yra žmonių veiklos pagrindas, kurios vystymasis priklauso nuo žinių, mąstymo, požiūrio ir norų. Žinios ir asmeninis tobulėjimas yra neatskiriama kiekvieno žmogaus gyvenimo dalis.

Esminiai žodžiai: socialinis verslumas, kultūra, vaiko kūrimo centras.

**AUKŠTŲJŲ MOKYKLŲ VAIDMUO VISUOMENĖJE:
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