

lations on the basis of rapid development and high concentration of scientific and technological, educational and innovation potential of the region.

Findings

1. The main criterion for the innovation value of forests of the Ural region is their economic potential.

2. In an unstable economy requires the development of a regional system of criteria and indicators for sustainable forest sector and forest management.

3. Calculation of indicators (indicators) of social and economic development of the forestry sector showed a number of negative trends, in particular – reduced the proportion of the forest sector in the gross product of the region, worsening the situation in the personnel system.

Paramount importance of methodological improvement of management tools in innovative development of the forestry sector, including:

- methods and techniques of planning for the forest sector innovation regions and evaluation of financial performance;

- algorithms for the adoption of innovation in the forestry sector within the constraints are debited to the raw materials, transport and environmental availability of raw materials, financial resources.

To solve the problem of increasing efficiency are important priorities right investment in the region and their subsequent implementation. Development priorities and effective implementation mechanisms will provide a qualitative change of parameters of the regional system, but in the long term – will lead to improved living standards in the region, improve the structure and main indicators of the regional economy.

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FACILITY MANAGEMENT ACTUALITY IN MODERN UNIVERSITY EDUCATION

Facility Management is a tool for reducing the costs of the enterprise, and is part postindustrial innovation economy. Depending on the type of business cost savings ranging from 10 to 35 %. In the EU average – 10–15 %. In Japan, the "Toyota" fixed value of 35 %.

The basic idea is the following premise, that the production of products (goods or services) in the enterprise can be divided into two components. The first – the main production associated with the creation of added value. The second – the production is not directly related to manufacturing the final product of the enterprise. Facility Management is focused on the second group, calling it a secondary, secondary, non-core, providing production.

One of the objectives of Facility Management is to make the assessable costs of non-core production, to assess the contribution to the cost per unit of investment in non-main proceedings. Traditional management tools make it difficult. In the United States and the European Union appeared neologism – business facilitisation.

Facility Management is considering the complex problems of the enterprise, from the design work on the infrastructure of the enterprise, to evaluation of the effect in real-time business.

In Russia, the Facility Management provides only technical operation of buildings, area businesses in the commercial real estate sector (business centers, logistics centers, shopping centers) and banking (in Yekaterinburg – Raiffeisen Bank, City Bank, BSGV). There are exceptions, but they are rare. Prior to 2008 in Russia 3–5 % of commercial real estate served by the Facility Providers or methodic used for internal Facility Management Enterprise Management. In 2011 this value is estimated at 10–15 %.

Most likely this is due to stagnation in the property market and the shift of developers (owners, top management) of the extensive way of business development for intensive: 1) increase the attractiveness of commercial real estate property for a client in the sale or lease, 2) multi-objective optimization of operating costs the property.

The great potential of Facility Management in Russia is hidden in the manufacturing industry, but it has not yet claimed by some objective reasons, but for the success in a future of developing Russian's industry today we have a necessity of determination the base and ways of modern managers and economists trainings in a Facility Management fields.