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The authors show pedagogical aspects of use of non-classical social-educational phenomenon - the competence model of a higher school graduating student as a tool reflecting a standard of a result of professional education. Again touching the problem of organization of profession-directed education, the authors substantiate the possibility of agreement approaching in purposes of an educational system of a higher school with purposeful definitions of a production sphere with regard to the formation of its labour resources.

**Keywords:** competence model, technocratic phenomenon, poly-semantic essence, compressibility, determination, individual interpretation.

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