**ABSTRACT**

Global changes occurring in knowledge society bring up a number of problems that are common for all countries of the world. The effects of globalization have been discussed by international organizations; numerous resolutions have been adopted responding the challenges in different spheres of life. Intensification of economic and cultural cooperation and integration requires working out of international standards and rules regulating complex relations between nations, including the realm of education. Global ever-changing labor sets up new demands and challenges to universities worldwide. The author considers the problem of definition of international standards and their application in the sphere of education.