Now crisis of all educational practice is observed. Crisis has burst cleanly practical. First, volumes of the information, which need for the further life, outgrow opportunities of their mastering by the person. Here crisis has been substantially provoked by the slogan of «a society of different opportunities". Base formation has appeared or very heavy, or not sufficient for a possibility of the further escalating the human capital. Besides more and more going deep specialization in a society, appear, demanded the increasing spectrum of knowledge for the further rational choice. And at last, dynamics of social development has created a situation when during one human life began necessary to change a trade.

Outputs from crisis saw in the extension of the educational period. However thus expenses grew and efficiency fell. According to calculations of the theory of the human capital, about efficiency of such steps of formation as magistracy and doctoral studies, to speak in general it is doubtful. Such offers as «continuous formation" or "formation during all life ", is paradoxical undermine a basis of the theory of the human capital as carry the period of feedback from investments for a while after death. From the point of view of the classical theory early specialization of trainees became more comprehensible, but it is contradicted with a modern public life with its constant requirement of changes in vocational counselling.

Secondly, cleanly practical crisis consisted in depreciation of the information in general. Expenses for its mastering have appeared unneeded. If during last three centuries the information was a scarce resource, the possession which provided well-being in the further life now the information became readily available and superfluous, that is the given resource has qualitatively fallen in price. Especially it has concerned data, teaching in a so-called natural-science cycle. Teaching of "bases of sciences " in the mass order had not for an object mass production of the Nobel winners. It was a question of preparation of technologists which scientists frequently referred to, but were the technologists of narrow trades possessing in great volumes of the information.

What was offered instead of the theory of the human capital? It was offered to subject audits a point of the appendix of well-known modernist "sight". If to theories of the human capital "sight" at a problem goes from a trainee, from the future or operating worker, that is from the offer on a
labour market the new theory has thrown "sight" from the employer, employer, that is from demand.

However, the new theory still is difficult for naming the theory on the present. For the present it only the offer on "sight". Nevertheless, some important words are already told. For the employer, in case of hiring, and especially - hiring of workers more or less mass trades, - the certificate on formation (the diploma, the certificate, etc.) is no more than a signal. About what? Specific work by which it is necessary to do employed, is not similar to its former work and not completely corresponds to its skills. This rule in modern economy. Whether it is capable employed to master the lesson quickly? The Educational certificate signals about such ability.

At present time the whole world uses a rather drastic passage from the “school of memory” to an institution, where students learn to use their own thinking. The conversion of the engineering educational system into a sphere for exploration of cognitive and engineering activities and of communicative engineering culture revolutionize the image of the University and its teaching and educational process.

What can increase the interest for education? Pedagogic of Creativity!

In the report methods of creativity formation on the basis of competence approach are discussed. What to learn? How to learn? How to motivate training? These questions also make the maintenance of the report.