

# MODERN PROBLEMS OF BUSINESS EDUCATION

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## **BUSINESS EDUCATION MANAGEMENT VIA CONDITIONS OF DIGITALIZATION**

The transformation of social relations and their rapid changes determine the necessity to develop new approaches to the design of socio-technical systems of the country. This imposes limitations and determines the need to rethink the known theories and paradigms of the education system, the introduction of the principles of open education, which will allow Ukraine to move closer to developed countries. In this direction, it is necessary to focus on the efforts of scientists and practitioners on the development of modern methodology for project management in education, as well as on the development of theoretical research on higher education management to specify approaches to project product formation – competencies of future professionals.

«The mission of higher education is to ensure sustainable innovative development of Ukraine through the training of highly qualified specialists, the creation and dissemination of knowledge, the formation of intellectual, social and spiritual capital of a society ready for the challenges of the future» [1, p. 35].

For today, migratory activity of students, higher education institutions (HEIs) face the issue of increasing their competitiveness. When training specialists, it is necessary to focus on cooperation with business, on solving specific tasks facing business entities, for

which it is necessary to update training curricula, to train specialists who will work in the conditions of digitalization.

Education moves to the creative paradigm in the interaction of the individual and information technology, especially during the COVID-19 pandemic. Therefore, there is a need to train a creative specialist who will be able to make non-standard management decisions, to approach creatively to the tasks set by the heads of economic entities.

To integrate the education system of Ukraine into the world educational space, it is necessary to modernize the content of education, close interconnection of science, education, production, use of information and communication technologies, computer educational environment, use of digital educational resources to meet the needs of society. This can be done with a flexible system of organization of the educational process, the presence of highly qualified teachers.

As noted by the authors [2, p. 219], “the global development of the world’s leading countries is accelerating due to the active introduction of innovative information and communication technologies, the growth of the global capacity of computer systems, their openness and data transfer speed. At the same time, global trends of «digitalization of economies, building smart SMART systems at different levels of society, the use of knowledge bases, large data processing, blockchain, cloud and fog computing and innovation» persist. The response to these trends and challenges has been the transition of many projects and programs to management using flexible Agile methodologies. This is a key driver of accelerating innovation. In the global dimension, this means shrinking the life cycles of innovation and waiting for the latest products according to the formula «faster – more powerful – cheaper».

The use of project management methodology in higher education institutions is the most important condition for the successful implementation of the company to receive applicants for higher education and attract potential consumers of educational services.

When managing educational projects, one of the main tasks is to assess their effectiveness and quality level.

Educational processes are inherently complex systemic formations, they require clear, objective, clear evaluation criteria. It is the criteria that provide the basis for quantitative assessment of individual components of the phenomenon under study, and the integration of the results of their measurement allows us to formulate conclusions about the state of educational processes.

The methodology of project-oriented management of the development of educational institutions creates a modern scientific basis for the construction of management systems for the development of educational environments in Ukraine. This lays the foundation for improving the efficiency and quality of higher education institutions through the use of project management methodology [3, p. 38].

In the field of business education, we can formulate several areas that are spreading around the world: «lifelong learning» (lifelong learning, knowledge acquisition); «Peer to peer» (mutual learning, knowledge exchange); «Blended learning» (combination of distance and classroom learning); «Consulting training» (coaching) and others.

As for the Ukrainian realities, the development of business education requires: cooperation of business structures and institutions of higher education in training; academic entrepreneurship; business incubators; science parks; training centers; reduction of external labor migration and migratory activity of students; digitalization of education, work online; advanced training of pedagogical staff; corporate training; involvement of the world's leading universities.

In the study [4, p. 37] the author says, «... if there is no adequate environment to support innovation in the HEI based on the involvement of business structures and government agencies in cooperation with the HEI, which will provide support for innovation programs at all stages of development, as well as demand for breakthrough innovations from stakeholders, Ukrainian free

economic zones will lose qualified scientists who will replenish well-known technology parks and research institutions of foreign countries».

As stated in the Strategy for the Development of Higher Education of Ukraine for 2021–2031, the main expected results of the Strategy are overcoming the problems of higher education, the fullest use of its opportunities and prevention of national and global risks:

- creation of an effective management system based on the appropriate combination of autonomy with soft government regulation;

- achieving stability of financing of activity and development of free economic zones on the basis of parity of the state financing and attraction of means of business structures, physical persons, foreign investors;

- achieving stable funding for research activities of the Free Economic Zone due to the active cooperation of the Free Economic Zone with the commercial sector;

- raising the rating of Ukrainian scientists, free economic zones and the higher education system in general to secondary in the EU countries;

- achieving high quality education, which is attractive for Ukrainian applicants and students from other countries;

- acquisition by students of a high level of universal and professional competencies;

- achieving a balance in the labor market in the medium term in terms of professions, levels of higher education, competencies, knowledge and skills;

- increasing the prestige of teaching;

- stopping the outflow of the best students and teachers to foreign universities (universities);

- creation of a system of motivation of teachers to scientific research, self-education, advanced training, creation of innovative developments, introduction of new methods and approaches in teaching;

- updating of material and technical and laboratory base, information support, library funds (including the new generation) of free economic zones to the level of world standards;
- achieving a level of inclusion that corresponds to the highest level of EU countries;
- achieving a stable positive dynamics of the number of foreign applicants for higher education at all levels and geographical diversification [1, p. 56].

In conclusion, it should be noted that in order to fulfill these tasks it is necessary to follow the path of innovative development of higher education and business education, develop digital and information and communication technologies in order to meet the needs of business and get closer to global trends.

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