

MODERN PROBLEMS OF BUSINESS EDUCATION

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MODERN FACTORS IN TECHNICAL EDUCATION DEVELOPMENT THROUGH THE PRISM OF EU EXPERIENCE

To realize the retrospective and current status of the technical education (hereinafter referred to as the TE) development in the countries of the European Union, the specifics of the supranational policy of the European Union, its evolution and priorities, to identify the adaptation potential of experience and best practices in the modernization of this field for Ukraine, it is important to analyze the general context in which the technical education is being developed, and which, in turn, determines the regularities and internal logic of its development. For this purpose, the influence of modern factors on the technical education development in the EU countries has been thoroughly analysed.

The PEST Tool has been deployed in order to provide the comprehensive description of the set of the most significant influencing factors. The above tool is a technique that enables to make analysis that allows determining the influence of factors external to the TE field, which, on the one hand, are outside the scope of its control, and, on the other hand, directly influence the development of supranational, joint European strategy and policy in this field. **PEST** involves comprehensive analysis of four factor categories, where the letter ‘P’ stands for political environment, letter ‘E’ for economic factors, letter ‘S’ for social factors, and the letter ‘T’ for technology.

The analysis of political factors is essential for building policies and development vectors in the TE field. In addition, possible scenarios for the development of the political process in the EU may be preservation of the existing architecture; two-tier architecture of the European Union; free configuration of the European Union and deepening of integration processes.

The group of economic factors plays an important role in the formation of the EU policy in the TE field. The results of the analysis of sources and statistical information make it possible to determine the general trends and regularities of the economic development in the EU countries, which are significant for the study of their impact on the TE policy:

- currently the EU remains the largest common market in terms of volume, which is distinguished by the highest level of development of integration processes (political union);

- economic growth level is stable (2.4%), but in the period from 2013 up to date, some countries (the Czech Republic, Ireland, Malta, Romania, Sweden, and Spain) demonstrate greater growth, reflecting more favorable economic climate in these countries with high level of domestic consumption and better representation on international markets;

– negative factors affecting economic processes are relatively high level of unemployment, high debt levels in some countries, lack of growth in economic productivity, population aging, the UK decision to leave the EU, existing differences between member states regarding fiscal and economic policies;

– specialization sectors with high competitive advantages in the international labour differentiation are the production of machinery, transport equipment, pharmaceutical and chemical products, aircraft and components, plastic, metal and steel products, wood, alcoholic beverages and furniture.

Analysis of social and demographic factors of the TE development is necessary for identifying trends in the reproduction of the population in general, its labor potential, which has a direct impact, on the one hand, on the capacity of the intra-European market (and, therefore, on the market demand for qualified specialists), and, on the other hand, on the consumption structure (which, in turn, determines the need for the relevant qualitative qualifications of the specialists).

In addition, the results of the study of scientific literature and statistical indicators make it possible to determine the following *demographic and social trends* in the reproduction of the population of the EU member states:

– reduction of the EU population share in the total world population against the background of stable positive population growth in the EU;

– population aging in EU member states;

– consistently high level of employment of the population, however, its significant diversification across member countries;

– availability of social and demographic groups of the population that have the highest risk of losing their job, income reduction, negative social implications, in particular, women, young people, elderly, and migrants;

– increasing role of migrants in the social and demographic processes in the EU member states.

Technological factors should also be mentioned, in particular, rapid promotion of technological development, which occurs primarily in the developed countries of the world, generates not only significant changes in the economic and technological paradigm, but also in its social development, building a new philosophy of the use of resources, efficiency, ‘operator – operator’ and ‘operator – environment’ configuration. As the analysis shows, technological breakthroughs in the modern world are no longer occur at the level of individuals, companies and even countries; this requires cooperation synergy at the level of transnational corporations, international cooperation of different countries or integration groups, provided that they are implementing deliberate policy for the development of innovation-oriented economy of the common market.

Thus, having regard to the above, ***we may highlight the main features of the technical education development in Ukraine***, which are as follows:

– strengthening the ‘Europeanness’ of the political process will probably lead to further unification and strengthening of the convergence level of educational systems, including technical education;

– continuing the trend towards sustainable economic growth in the EU will contribute to increasing the level of demand for qualified labour, which will have a positive effect on the TE field;

– post-industrial type of economy in the EU countries with predominant high-tech structure generates the demand for qualified specialists with high level of digital competence;

– aging of the EU population and likely increase in the retirement age give rise to a surge in demand and social order for continuous vocational training, which in a new quality should

ensure the constant development of relevant competences over a lifetime;

- increasing number of migrants within the region makes it necessary to unify educational standards for the training of qualified specialists, as well as provide flexible opportunities for professional education and recognition of educational outcome in the region;

- bridging the gaps between the high supply of low-skilled labour and growing demand for highly qualified specialists lies in ensuring the quality of technical education, updating its content in line with the state-of-the-art developments of the technological progress;

- implementing the European strategy of the digital society makes it necessary, on the one hand, to ensure the in-depth development of digital competence among the students, and, on the other hand, the increased use of ICT in the educational process to provide for its accessibility, interactivity and individualization;

- increase in the number of self-employed population intensifies the need for the development of entrepreneurial competence among the studying youth;

- the EU policy on technological development and innovation, growth in the level of technological capacity of production makes it necessary to introduce changes in the content and forms of the organization of educational process and the organization of interaction in vocational education institutions (creation of technological hubs, startup incubators, etc.);

- since, as the study shows, the attractiveness of the TE field is derived from the level of public awareness of its possibilities, it is important to constantly inform it at the European and national levels;

- perception of the TE field as providing only primary vocational training makes it necessary to develop flexible

trajectories of further professional development, including the possibility of obtaining higher education.

Therefore, the current status and prospects for the growth of the scientific research, innovation and technological development sector should be linked to further development of the TE field, determining the employment demand and structure, technological level of material and technical support, requirements for the competences of the specialists.