

MODERN PROBLEMS OF BUSINESS EDUCATION

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DOI: <https://doi.org/10.30525/978-9934-26-306-4-26>

CASE CHAMPIONSHIPS AS A MEANS OF LEARNING IN IT EDUCATION

Case competitions are an effective way to teach information technology students because they encourage the active application of theoretical knowledge in practice.

Participation in case competitions is a stimulus for personal development. Participants can gain new knowledge and skills, discover new ways to solve problems, and gain valuable experience that can be useful in the future.

Case competitions are typically organized by companies looking for talented students or young professionals who can solve complex business problems – competitions in which participants solve real business cases. Participants in competitions can be divided into teams or work individually. Organizers may also offer additional tasks or challenges for participants to test their ability to work under time constraints and solve unpredictable problems. When an employer conducts a championship

independently, he or she may have greater control over the process and results. They can choose cases that better suit their needs and goals and set rules and evaluation criteria. When a decision is made to engage an external provider, this can help ensure greater objectivity and neutrality in the assessment of participants' work. An external provider may have broader experience in conducting similar events and can help provide professional expertise in the evaluation process.

The procedure for conducting a case competition typically consists of 5 steps:

- Registration and selection. Participants register on the organizer's website and are selected based on their experience and skills.
- Orientation. Participants receive instructions on how the competition will be conducted and are given access to materials and tools that may be needed to solve the cases.
- Case solving. Participants are given cases and have a certain amount of time to solve them and prepare a presentation.
- Presentations and discussions. Participants present their solutions to the jury and other participants, discuss their solutions, and share their thoughts on the case.
- Award announcement. The jury announces the winners and presents awards.

The team case competition procedure is also known:

- Team assignment. Each team can consist of students or professionals from a particular field. Each team is given a case to solve.
- Case review. Each team is given the opportunity to review the case and ask additional questions.
- Analysis and search for solutions. The team works on solving the case and discusses possible solution options.
- Presentation preparation. Each team prepares a presentation in which they propose their solution to the case and argue its effectiveness.
- Presentation. Each team has a limited time to present their solution. After the presentation, there may be questions from the jury or other teams.
- Evaluation. The jury evaluates each team based on criteria that may include solution effectiveness, logic, originality, presentation skills, and others.
- Awarding the winners. The team with the highest score becomes the winner and may be awarded prizes or certificates.

The skills that a participant gains in a case championship depend on the composition and goals of the team in which they are a partner. If the team is made up of teachers and students, then the main goal of the case

championship is to prepare students for real work in the field. If the team consists of students only, then the main goal of the case championship is to develop analytical skills and creative thinking in students. If the team is made up of teachers only, then the main goal of the case championship is to improve the qualifications of teachers.

When forming a team, organizers also need to consider gender interaction issues. According to recent studies [1; 2], gender interaction in a team has a direct impact on communications and the results that will be obtained in making a joint decision. Effective gender interaction in a team should be based on the following principles: equality, a culture without violence and coercion, building a team spirit, equal participation in the project, and understanding differences. To ensure the implementation of these principles, case championship organizers should prepare facilitators or mentors who will assist the teams and support them as needed.

Of course, more skills are gained in a team, but individual participation is also educational in championships. Participants can help reduce feelings of loneliness and isolation that can result from stress. If the decision is made to collaborate in a team, the main thing is to follow the rules and distribute responsibilities, and to choose a captain (leader, coordinator, spiritual leader of the team).

Case championships allow participants to delve into a specific problem. Participants can focus on solving a challenge that requires their attention and intellectual effort, which helps to relieve tension.

One of the advantages of case championships is that they provide an active form of learning, which allows students to apply their knowledge and skills in practice. They also help students develop communication and teamwork skills, as tasks are performed by a group of students. These are important qualities that are necessary in professional activities in the IT industry.

In addition, case championships give students the opportunity to develop project management skills. In the process of completing tasks, they learn to plan and organize work in a team, control the process of completing tasks, and manage resources.

IT and marketing are two industries that are closely intertwined in the era of digital revolution. Marketing strategies in the modern world require the use of technology and digital tools for maximum efficiency. Internet marketing, social media, e-commerce, and other digital marketing channels have become an integral part of successful business today.

Technical knowledge in IT can help marketers understand and analyze data about their customers, their behavior, and their previous actions. This

allows for more accurate targeting of marketing campaigns and ensures more effective results. Technologies such as machine learning and data analysis enable the prediction of customer behavior and the selection of optimal marketing decisions.

In addition, technical knowledge can help marketers develop more creative and interactive solutions for consumers. For example, the use of video and audio content, virtual and augmented reality, and other cutting-edge technologies that engage consumers and enhance their brand experience.

Therefore, knowledge of technology and the ability to use it effectively are becoming increasingly important for professionals in the marketing industry, and their effective combination can lead to greater success and competitive advantages in the market.

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