

**3 rd INTERNATIONAL SCIENTIFIC CONFERENCE:**

*Dilemmas of scientific research in various fields of science*

# **TO METHODOLOGY OF STUDYING ECONOMICS IN HIGHER EDUCATIONAL STAFF: EUROPEAN EXPERIENCE**



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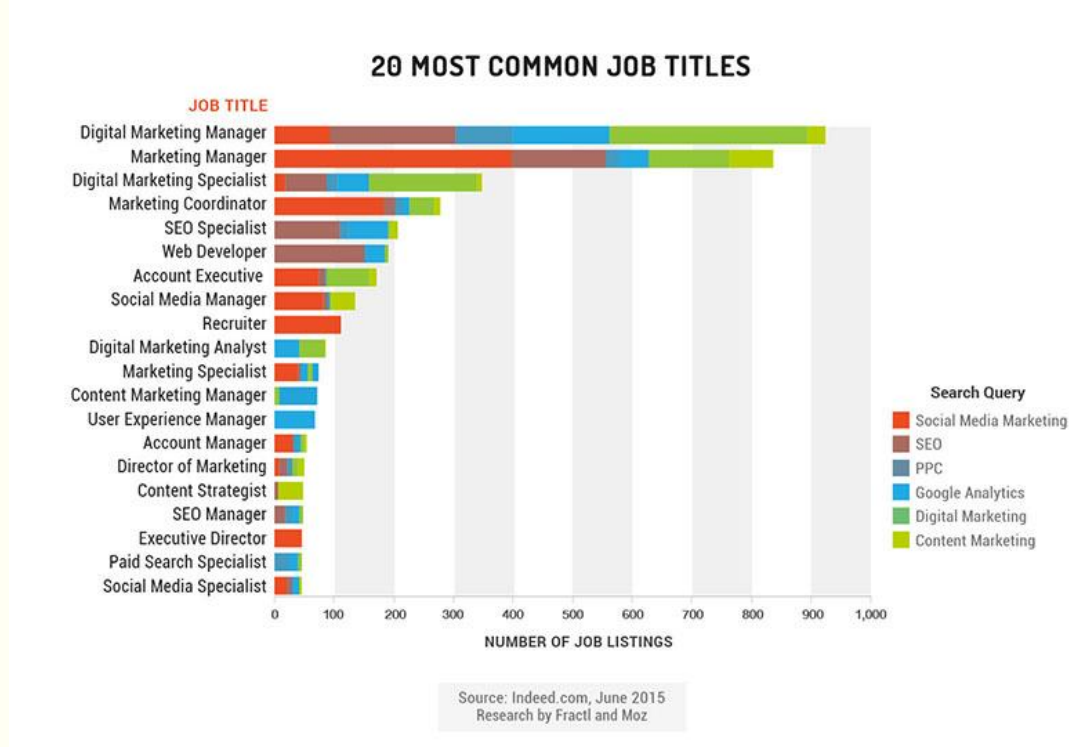
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# NEW TRENDS IN HIGHER ECONOMIC EDUCATION

In the context of global economic trends, specialists with an unconventional economic education are becoming increasingly important, which can include sales managers, HR managers, advertising and PR managers, and marketers.

**Even the preparation of economists and financiers of the banking sector who continue to rank first in demand ratings in the world and national labor markets requires innovative approaches and tools to raise their skills and competencies to the level of today's competitive specialist !!!**



# **THE STATEMENT AND RELEVANCE OF THE PROBLEM**

The urgent task is to study and compare the experience of the best approaches in developing the methodology of teaching disciplines of economic orientation in the European market of educational services and knowledge.

This methodology should be supported by the use of practical tools for its implementation. Such studies are able to consolidate the active processes of forming a transboundary transfer of knowledge in the European educational space and increase the competitiveness of European universities to the level of educational institutions with added academic value.

Particular importance of this problem is for the Ukrainian higher educational institutions of the economic direction of training specialists in the conditions of political and economic instability and the crisis of the domestic system of higher education.

## **Comparative analysis of problem and identify the best trends in the processes of innovation in the provision of educational services for future specialists in economic specialties.**

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In general, Europe and the world have created worldwide educational services and knowledge markets, including the use of intellectual property innovations such as knowledge transfer.

**The term "knowledge transfer" in the European educational space means the transfer of technology developed at an educational institution or other research body for various industries and national economic complex of the country.**

**This innovative process leads to the emergence of institutional structures called knowledge transfer centers, which should ensure the smooth functioning of the investment system and the innovative development of economic structures at different levels through the organization of intellectual investment.**





The Center for Knowledge Transfer links the main partners - companies, organizations, universities, laboratories for research and development, consultants, regional and local authorities to a common structure.  
labor, time and resources.

The Center provides opportunities for an enterprise or organization to acquire knowledge that is not in their possession or whose development requires high labor, time and resources.



# The main goals of higher educational institutions and research organizations in the transfer of knowledge are:

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- promoting the commercialization of scientific research results;
- remuneration, preservation and selection of professors;
- the establishment of close ties with the branches of industry;
- the formation of income and the promotion of the economic growth of their institution and the state as a whole.

**The realization of these goals is impossible without radical and qualitative changes in approaches to teaching and methodology of training future specialists in all areas of training, including economic specialties.**

# THE EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

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1. The ECTS system has been introduced in Europe since 1989 and since then has been tested through pilot projects and has been refined in 145 European universities.
2. It provides the opportunity to support students' mobility within participating countries, provides mutual recognition of student achievements during periods of study at different universities (and even in different countries).

3. The ECTS system allows you to accumulate student achievement in terms of choosing your own trajectory and learning pace.
4. Finally, ECTS is a mandatory European Bologna process standard from the university's name in the Italian city of Bologna, where such initiatives were initiated



# THE BOLOGNA PROCESS

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1. The Bologna process is, first of all, connected with the unification of Europe, its spread to the east and into the Baltic countries, accompanied by the formation of a common educational and scientific space and the development of common criteria and standards in this area. the scale of the whole continent.
2. The integration process in science and education has two components: the formation of a community of leading European universities under the auspices of a document called Magna Charta University and the unification of national education and science systems into European space with common requirements, criteria and standards.
3. The main objective of this process is to consolidate the efforts of the academic and educational community and governments of Europe to significantly increase the competitiveness of the European system of science and higher education in a global dimension, as well as to enhance the role of this system in social transformations.
4. The acknowledged fact is that over the past 15-20 years, the European education system is significantly inferior to the United States system by many qualitative indicators.



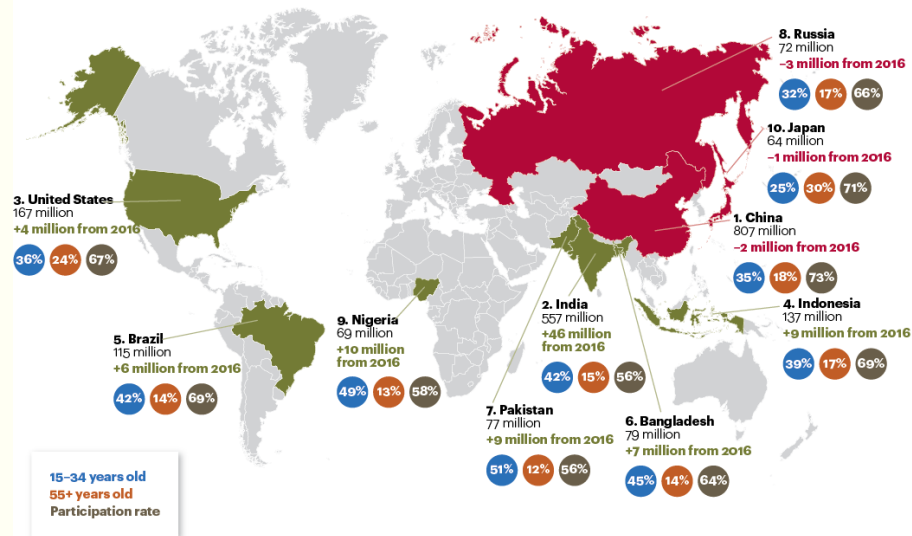
# GLOBAL TRENDS IN THE LABOR MARKET

After decades of expansion, the world's population of working-age adults is stagnating while labor force participation rates are falling. And although labor surpluses in some markets could be mobilized to relieve shortages in others, labor appears to be fracturing into a less globalized and cohesive market, likely raising costs for businesses.

Figure 6

The 10 largest labor markets face challenges associated with aging, a youth bulge, or low participation rates

Key labor market indicators in 2021



Sources: International Labour Organization, UN Population Division; A.T. Kearney analysis

In addition, according to the World Economic Forum (WEF), by 2020, the number of jobs created by developed countries in 5.1 million positions will lagged behind the number of abbreviations and the recent forecast for world development by 2035 from the National Intelligence Council of the United States throughout the penetration of the innovation theme.

# THE IMPACT OF TECHNOLOGICAL INNOVATION ON FUTURE REQUIREMENTS FOR SPECIALIST

Electronics, programming, communications, and robotics complement each other and form the fifth technological innovation, built by the innovations of the 1970s, which today have become an integral part of our lives.

**In 2010, the sixth technological process - the era of nanotechnologies and cell technologies that reduces energy intensity and material production - opens up new opportunities for controlling the properties of materials and organisms.**

## APPLICATIONS



Viewing Map



Taking Pictures



Drawing Application



Making Calls



Interacting with physical objects



Getting Information

- Product Information
- Book Information
- Flight Updates

Under the "technological way" of society understood a set of related industries that are synchronously developing and have the same technical level.

**Britain plans to create 1 million creative jobs over the next thirteen years. The dissemination of new technologies requires specialists with special complex knowledge and skills, unusual shorter staffing. This will increase the economic gap between highly skilled and low-skilled graduates.**

# FEATURES OF A SPECIALIST - ECONOMIST

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1. It should be noted, however, that a person possessing economic knowledge could be not only a hired employee, but also a successful manager, including his own company.
2. At the state level, without knowledge of basic economic laws, a specialist cannot effectively and efficiently conduct business negotiations and be a worthy competitor.
3. Specialists in the field of economic training, after graduation, have a chance to realize their professional knowledge and intellect in any field of professional activity - political, pedagogical, technical, agrarian, and medical.
4. In addition, knowledge of the field of economic sciences increases the applicant's opportunities in commercial activity, that is, it can compete with the player in the labor market under the conditions of the sixth technological structure of the world society.

**The importance of resolving issues concerning the development of a unified consolidated methodology, methods, innovative algorithms and tools for the training of specialists in economic specialties remains a prerequisite for the economic prosperity of the countries of the European Community and its future full members.**

**Ukraine also aspires to become a full member of the European Union and today must solve these important problems.**

# INNOVATIVE TRAINING TOOLS FOR ECONOMISTS

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## GAME BASED TRAINING



Abroad, for the training of specialists in the creative economic profile, a special technology of training is used, which is called the game of fiction.

This technology helps to better involve students in the educational process and is used to some extent in many leading universities of the world today. When using the game of fiction there is a mass inclusion in the training courses of games and simulators.

This technology is actively used, for example, in the preparation of sales managers. Basic education of such a specialist may be economic, technical, and philological. The main competence and skill of the sales manager should be communicative, that is, quality that cannot be taught by traditional methods and means.

# THESE ARE THE WORLD'S TOP BUSINESS SCHOOLS IN 2016

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## The Financial Times Global MBA Ranking 2016

1. INSEAD
2. Harvard Business School
3. London Business School
4. University of Pennsylvania: Wharton
5. Stanford Graduate School of Business
6. Columbia Business School
7. University of California at Berkeley: Haas
8. University of Chicago: Booth
9. MIT: Sloan
10. University of Cambridge: Judge

Source: Financial Times, 2016

For the first time a “one-year” MBA has topped the list of the world’s best business school courses.

Insead has taken the number one spot in the 2016 [Financial Times Global MBA Ranking](#), climbing three places since last year. The institution, which has campuses in France, Singapore and Abu Dhabi, leapfrogged previous title holders Harvard Business School and the London Business School.



# Methodological innovations in the training of specialists in the economic universities of Poland

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POZNAŃ UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

A network of universities represents the system of economic education in Poland.

The most famous and significant is the University of Economic Poznan (UEP). The university was founded in 1926 and is one of the oldest universities in Poland. Outside of this, this university is included in the elite of Polish state economic universities and, above all, is famous for its research activities.

The university's reputation is confirmed by consistently high positions in the ratings. The University of Economics of Poznan is among the top three economic universities in Poland because of the quality of the teaching staff.

Many UEP professors are invited to lecture at various universities around the world and is the only university in Poland with full academic rights in economics, management and commodity management, then there are not only bachelor's and master's degrees, but also candidates of sciences, professors, and doctors of sciences.

# Methodological innovations in the training of specialists in the economic universities of Poland

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**This is an unquestionable incentive for improving the quality of Polish higher education as a whole.**

1. The main goal of any education in Poland can be boldly called job search and further career growth.
2. Polish youth and foreign entrants not only successfully enter the chosen university, but also receive comprehensive support in building their professional career from the first school day.
3. The Poles are a young nation. More than 50% of the population are young people under 35 years old. Ambitions of modern youth are such that they can be satisfied only by providing the highest level of education.
4. Polish universities, both public and private, are actively using the age and preferences of the Poles in providing educational services throughout their lives. Now services in the field of higher education in Poland are in 450 universities, about 320 of which are private. \
5. To enter the Polish university is more than realistic, for every potential student there is a tough competitive struggle.
6. The prices for studying at universities are restrained. Also remain at an affordable level.
7. The internal infrastructure of higher education institutions is constantly improving, professors from leading European universities are attracted to the teaching staff, exchange programs are being developed, and scholarships are being considered.
8. In higher education institutions there are departments of adaptation for foreigners, student hostels are equipped. In comfortable and civilized conditions, learning brings pleasure, stimulates the student's current abilities and helps to discover new talents and interests.
9. In conditions of fair competition between Polish universities, the opportunity to obtain a quality European education becomes a reality.



# Methodology and innovations in the learning of specialists in the field of economic training in Ukraine

1. Higher education in Ukraine reflects the purpose and objectives of society, it is conditioned by the laws of the development of society and expresses the policy of the state, the needs of social development in the field of education and training of specialists of higher qualification.
2. In the system of higher education, the state policy, the level of economy and culture, national peculiarities of the Ukrainian people and its traditions are manifested itself.
3. From a structural and functional point of view, the higher education system (SHE) of Ukraine is a set of higher education institutions (HEIs) providing fundamental scientific, professional and practical training.
4. To the important task of domestic researchers, scientists and practitioners at this time should be combined efforts to ensure the accelerated implementation of the reform of the SHE, the internal and external quality of education. The fulfillment of such a task should increase the competitiveness and prestige of the National Universities in the European knowledge market. It will reduce the outflow of potential entrants beyond our country and increase the competence of graduates of educational institutions in a number of areas of training.
5. In analyzing the prospects for the positive impact of the reforms of the SHE of Ukraine on its further development, the experience of European countries and other countries in the field of carrying out similar reforms is used. This is set out in the memoranda and joint legislative documents of the participants in the Bologna Process, as well as the European Commission, the Council of Europe, the European Center for Higher Education UNESCO, the Association of European Universities, the European Association of Higher Education Institutions, the European Student Union, the European Association for the Quality Assurance of Higher Education.

**The educational reform model belongs to the model of decentralization of the higher education system in the order of Ukrainian politics. The fundamental foundation of this reform is the expansion of university autonomy and the decentralization of the management of the SHE of Ukraine.**

# CONCLUSIONS

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1. Methodological fundamentals of teaching economic disciplines must be rebuilt on the innovative platform of modern pedagogical theories, ICT and blended learning tools.
2. Innovations in the field of methodological approaches in the teaching of economic disciplines should be supported by restructuring the organizational and infrastructural foundations of a higher education institution.
3. Association of European education, based on educational loans and transfer of knowledge requires national education systems and their representative's adoption of common solutions in improving the quality of educational services and educational institutions competitive in the global labor market.