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INNOVATIONS IN THE EDUCATIONAL PROCESS OF CHERNIVTSI INSTITUTE OF TRADE AND ECONOMICS OF THE STATE UNIVERSITY OF TRADE AND ECONOMICS (ChITE SUTE) IN THE CONTEXT OF EUROPEAN INTEGRATION

Summary

In the conditions of global competition for human capital and talented specialists, higher education institutions need the changes in the educational process organization with strengthening of the practical component and directing it to integration into the European educational space and innovative development of the economy. The adopted Strategy for the Development of Higher Education in Ukraine should be implemented through the use of new and improved methods and practices (including digital technologies) for teaching, learning and assessment, which should be adapted to European requirements and carried out in close connection with scientific research. Educational institutions should diversify educational offers and update the content of education in order to meet the growing needs for the development of innovative and critical thinking, entrepreneurial and leadership skills, develop flexible educational trajectories based on a student-centered approach.

Based on the analysis of the educational process organization at Chernivtsi Institute of Trade and Economics of the State University of Trade and Economics, the most effective innovative teaching methods have been determined, including case method, project method, interactive learning, information and communication technologies which provide fast communications, aimed at preparing students for a full-fledged life and activity under social digitalization.

In general, higher education at ChITE SUTE is based on modern teaching methods and approaches that bring academic knowledge closer to economic reality and trains the Institute graduates to master corresponding abilities and skills necessary for entering the labor market and to become those, who are searched for by employers. The use of innovative methods and approaches in the educational process of ChITE SUTE contributes significantly to the improvement of the quality of education and practical training of students, as well as allows identifying the Institute as a modern higher education institution that corresponds to European principles, approaches and practices.

The most important directions of further scientific research are the use of innovative approaches during practice and internships directly at enterprises, studying the possibilities of joint implementation of project works, fundamental and research studies, determining the effectiveness of the interaction of higher education institutions and business structures in the implementation of economic topics ordered and agreed upon by enterprises and organizations, etc.

Keywords: European integration, educational process, innovative methods, forms of work, higher education, quality, efficiency, knowledge.

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