

INNOVATIVE PEDAGOGICAL APPROACHES TO TEACHING THE SUBJECT “ORGANIZATION OF BUSINESS”

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ABSTRACT

This article analyzes the importance of innovative pedagogical approaches in teaching the subject of business organization and their effectiveness in the educational process. The use of innovative pedagogical approaches in the modern educational process is of great importance. In particular, the use of modern methods in teaching the subject of business organization serves to increase the effectiveness of students' learning. This article focuses on innovative pedagogical approaches used in teaching business organization, their advantages, and practical applications.

Keywords: *Business organization, innovative pedagogical approaches, interactive learning methods, online educational platforms, creative approaches, analytical thinking.*

INTRODUCTION

Currently, the renewal of the education system and the introduction of advanced technologies require innovative pedagogical approaches in teaching the subject of business organization. In the context of globalization processes and competitive market conditions, every individual must possess the knowledge and skills necessary to start their own business activities. Therefore, it is important to improve the quality of education and provide students with the necessary knowledge and skills for successful work in the modern labor market.

«Innovative pedagogical approaches not only provide students with theoretical knowledge, but also direct them towards the development of practical skills» [1].

The science of business organization includes not only economic theories, but also practical experience and information on how to create successful businesses in competitive market conditions. With the help of innovative pedagogical approaches, it is possible to update teaching methods, explain to students not only theoretical, but also practical aspects of business organization.

«Innovative pedagogical approaches involve the application of new methods in the transfer of new knowledge by increasing the effectiveness of the educational process, ensuring the active participation of students, and revising the role of the teacher» [2]. The introduction of innovations into the pedagogical process is

connected not only with technologies, but also with the conceptual foundations of teaching, methodology, methods, and organization of the educational process.

Increasing students' activity in education, encouraging them to think independently, as well as developing a creative approach to students is one of the main goals of innovative pedagogical approaches. By applying innovations, teachers can develop new approaches aimed at developing students' creative and analytical thinking skills. The subject of business organization is related to explaining to students the process of starting a business and teaching the strategies necessary for successful business management. The application of innovative pedagogical technologies allows for the implementation of the following methods in teaching the subject «Business Organization» Interactive teaching methods increase effectiveness by ensuring active participation of students in the lesson. These methods help students get acquainted not only with theory, but also with practice. Seminars, group work, trainings, and discussions allow students to understand business processes in real time.

DISCUSSION AND RESULTS

Experimental learning environments are practical learning processes that allow students to be brought closer to real business environments. Students learn to analyze various business systems, solve problems, and make decisions in real-world situations. The application of this method allows students to acquire practical experience and specific skills.

In teaching the subject «Business Organization,» experimental learning environments can take the following forms:

Business simulations: Students play simulation games to learn about business conditions. For example, students create a new company virtually and develop their financial and marketing strategies.

Working with real business situations: Students can study in collaboration with small businesses that are close to them. They learn to analyze real business situations, make marketing and financial decisions.

Virtual and online educational platforms. Today, online learning tools, distance learning platforms, and virtual classrooms are of great importance in the educational process. Through such platforms as Google Classroom, Moodle, Zoom, the teacher can teach students various topics of business organization. Students can attend lessons, engage in discussions, and complete video materials, tests, and assignments in a timely manner and on-site.

This method helps students get closer to global business processes. On online educational platforms, students are provided with information, analyses, and presentations about modern business practices.

The use of creative approaches in teaching the subject «Business Organization» not only provides students with knowledge about business, but also develops their creative and innovative thinking skills. Creative methods encourage students to take new approaches to problem-solving.

When organizing a business, students can be taught through case studies using examples of successful and unsuccessful businesses. In each case, students analyze the reasons for business failures and the strategies of successful companies. This method provides students with real-world experiences and guides them towards practical thinking. Simulation games are one of the innovative pedagogical approaches in teaching the subject of business organization. These games allow students to learn how to make decisions in various areas of business.

For example, students open a virtual company and create its financial and marketing plan. Such games allow students to deeply study all aspects of business organization.

The application of modern technologies in the educational process helps students not only to learn traditional methods, but also to become acquainted with new and advanced technologies. Such programs as PowerPoint, Excel, Word can be used for students when developing business plans, conducting analyses, and creating presentations. Also, the use of tools such as «Business Model Canvas» [3] helps students create business models.

With the help of this tool, students create their business plans and analyze them.

«Innovative pedagogical approaches in teaching the subject of business organization give students not only theoretical knowledge, but also practical skills» [4]. Interactive methods, experimental learning environments, online platforms, and creative methods increase students' activity in the learning process and prepare them for a real business environment. The role of teachers in this process is of great importance, as they need to know how effectively to convey scientific knowledge to students.

1. The importance of teaching the subject «Business Organization» lies in the fact that the subject «Business Organization» is aimed at teaching students the basics of entrepreneurship, drawing up business plans, conducting market analysis, and forming effective management skills. Therefore, along with traditional teaching methods, the use of innovative pedagogical technologies is relevant.

2. Innovative pedagogical approaches:

2.1. Interactive Learning Methods

Interactive teaching methods serve to increase student activity, forming their ability to think critically and creatively. The following methods are especially effective:

- Case study - Students analyze real business situations and develop solutions to problems.

- Role-playing games - By simulating the business environment, students can feel the entrepreneurial environment.

- Group discussions (Brainstorming) - Useful for problem-solving and developing new ideas.

2.2. Use of digital technologies:

In the modern educational process, digital technologies play an important role. The following tools will increase the effectiveness of teaching the subject «Business Organization»:

- Online educational platforms - distance learning can be organized through such platforms as Moodle, Google Classroom, Coursera.

- Virtual Business Simulators - Allows you to study business management processes in a virtual environment.

- Electronic textbooks and podcasts - Useful for students' independent learning.

2.3. Project Education:

The project-based learning method involves students in the development of real business projects. This method helps to develop students' creative thinking and the ability to work independently.

In conclusion, the use of innovative pedagogical approaches in teaching the subject of business organization serves to increase the effectiveness of students' learning and strengthen their professional skills. By applying modern interactive methods, digital technologies, and project-based learning methods, the learning process can become more effective and engaging. The subject «Business Organization» provides students not only with high theoretical knowledge, but also with real business processes and practical skills. These approaches help students achieve the best results in successful business organization.

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