

# MODERN PROBLEMS OF BUSINESS EDUCATION

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## **COOPERATION BETWEEN EDUCATION AND BUSINESS IN THE CONTEXT OF ACHIEVING SUSTAINABLE DEVELOPMENT GOALS: PROBLEMS, OPPORTUNITIES, PROSPECTS FOR UKRAINE**

The COVID-19 pandemic and the war in Ukraine have complicated both economic and social problems, and have necessitated a change in approaches to the process of providing educational services that play a strategic role in the development of society. Therefore, among the 17 main goals of sustainable development, the fourth – «quality education», has now become a common denominator for other goals. According to the monitoring report «Sustainable Development Goals of Ukraine 2020» in Ukraine:

1) increased the number of full-time students in general secondary education per teacher at the beginning of the school year (2015 – 8.50, 2017– 8.90, 2019 – 9.39);

2) the tendency of slight decrease is shown by the indicator of coverage of children aged 5 years by preschool institutions and structural subdivisions of legal entities of public and private law, %, (2015 – 70.6; 2017 – 69.5; 2019 – 69.1);

3) decreased the level of participation of the population in formal and informal types of education and training, % (2015– 9.2; 2017 – 8.7; 2019 – 8.0);

4) the share of the population that reported that they used the Internet for the last 12 months increased (% (48.9 in 2015; 58.9 in 2017; 70.1 in 2019); 5) the share of general secondary education institutions in rural areas that have access to the Internet has increased,% (in 2015 – 85.9; in 2017 – 91.1; in 2019 – 95.2);

6) the percentage of general secondary education institutions in rural areas where computers are used in the educational process has increased, % (2015 – 72.3; 2017 – 96.6; 2019 – 98.7) [1].

Analysis of trends in the indicators of sustainable development goals for the quality of education in Ukraine showed an increase in the burden on teachers and expanding access to education via the Internet, which also revealed problems and opportunities.

The COVID-19 pandemic and the war in Ukraine necessitated the introduction of remote technologies and the acquisition of digital literacy skills. Moreover, changes were expected from online learning to simplify access to education and reduce inequality in society. However, practice has shown that the format of online learning has increased inequality in the acquisition of knowledge among students from different walks of life. Students have different technical capabilities, learning conditions and personal skills that affect the variability of their distance learning [2].

The Ukrainian Institute of the Future together with New Image Marketing Group conducted a survey of 1,353 citizens of Ukraine in 2021 to assess the mood of the population about the current state of education in Ukraine. Some conclusions are disappointing: there are no opportunities to get quality knowledge at school that can be applied in practice; the digital format of Ukrainian school education has not changed and has not been adapted to online realities; and higher

education for modern students is not a source of knowledge, but a source of connections and easy startups, and young people are the least likely to believe that higher education is the key to success. Although 49% of respondents say that the university allows you to try to start a business with minimal risk. That is, higher education is a social network, not science, knowledge or practical skills in the chosen specialty [3].

The National Report on the Status and Prospects of Education Development in Ukraine in 2021 provides data on the growth in 2018–2020 of the number of general secondary education institutions provided with classes with interactive surfaces, classes with visual aids, increasing the number of computers, laptops and netbooks, tablets. However, the all-Ukrainian survey of educators in 2020–2021 showed that the introduction of information and communication technologies and the use of digital media is not effective enough. Among the problems are "limited access to digital educational devices, poor provision of high-speed Internet connection, inadequate management of access to IT infrastructure by educational institutions", lack of educational skills in the digital environment, time for their development and restructuring of the educational process, technical support [4].

Thus, the current challenges have widened social gaps between different segments of the population and highlighted the importance of their level of digital skills, which has led to different educational outcomes. At the same time, there is an attempt at the state level to raise public awareness through the portal "Action. Digital Education" and updating the curriculum of the school subject "Computer Science", but it requires a lot of time and effort of qualified personnel.

At the same time, successful CSR practices in Ukraine, as a tool for managing the sustainable development economy, which is aimed at its investment attractiveness and minimizing the negative consequences of the COVID-19 pandemic [5], create conditions to minimize these gaps and risks. In particular, this is the implementation of the Society and the State project by the DTEK Academy; Coca-Cola Beverages Ukraine Limited and Osvitoria ILEARN, a gaming training platform; New mail – the project "Cool"; Watsons Ukraine – B2S; Softserve –

improving IT education; Genesis representatives develop the discipline "Creation and development of IT products" for the general public, etc.

Thus, the business implementing social education projects in Ukraine in the face of new challenges and threats seeks to increase opportunities for access to quality educational services for various segments of the population, which contributes to the successful implementation of the fourth goal of sustainable development – "quality education" [6]. The issue of forming digital culture in society is now a prerequisite for the development of quality education in Ukraine, which, in turn, is a basic requirement for technological development, Ukraine's transition to Industry 4.0 and the beginning of the 5th Industrial Revolution. We will consider this as a perspective in further research on ways to achieve the goals of sustainable development of Ukraine.

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