

APPLICATION OF CASE STUDY METHOD FOR INCREASING THE EFFICIENCY OF MANAGEMENT TRAINING

One of the main tasks of higher education's modernization is to prepare students for continuing education, their orientation towards self-education, the development of motivation for the replenishment of knowledge and the formation of readiness for retraining depending on the needs of the labor market.

In the system of professional training, an important role belongs to the practice. It is an integral part of the educational process in an educational institution and equips students with initial professional experience.

Modern innovative methods of teaching students include distance learning technologies, information and communication technologies, technologies for using gaming methods in training, technologies for solving inventive problems, case technology, modular education technologies and others [1].

Historically, the case study method emerged at the beginning of the 20th century. at the Harvard University School of Business (USA) as a kind of transposition of the technology of training lawyers for training managers established by that time [2].

One of the broadest definitions of the method of specific situations was formulated in 1954 in a classic edition devoted to describing the history and application of the method of specific situations at the Harvard Business School: «This is a teaching method where students and teachers participate in direct discussions on problems or incidents of business. Examples of cases are usually prepared in writing as a reflection of actual business problems, are studied by students, and then they are discussed independently, which provides a basis for joint discussions and discussions in the classroom under the guidance of a teacher. The method of specific situations, therefore, includes specially prepared teaching materials and a special technology for using these materials in the educational process» [3].

Using the case study method in teaching allows you to develop creative, research and communication skills in a group, since this method is based on specific learning situations containing factual material that later requires a student to analyze and solve the lesson. Thus, students work in unison and teamwork allows you to make common decisions.

The main change in society, affecting the situation in the field of education, is the acceleration of the development of society. As a result, the higher school should prepare its graduates for life, about which the school itself knows little. In today's fast-paced world, an increase in the volume of knowledge no longer means an increase in the level of education. The key to the success of the educational system is the competence-based approach, that is, student-centered education. Moreover, the case method is the first and very significant step towards a competence approach in higher education.

Bibliography:

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