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DOI: <https://doi.org/10.32626/2309-9763.2020-29-90-97>

УДК: 378.016-1:301

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## **ENTREPRENEURSHIP EDUCATION IN UKRAINE IN TERMS OF GLOBALIZATION**

**Abstract.** In the article entrepreneurship education in Ukraine in terms of globalization is considered. New challenges in the system of training of future specialists are driven by socio-cultural dynamics, which are constantly accelerating under the pressure of globalization and the information revolution. In the context of globalization, competition in the field of educational services is increasing. In the context of society's search for an effective educational policy and the need for a transition to flexible high-tech education the latest information and communication technologies should be used. Political scientists define globalization as an objective process of restructuring and qualitative development of the international environment and socio-economic system. New approaches need to solve the existing issues of entrepreneurship development in Ukraine.

The main purpose of this study is to analyze the impact of current globalization trends on the training of future entrepreneurs in Ukraine. The task is to significantly raise the role and place of entrepreneurship in the economic process of society. Implementation of the model of professional competence of future entrepreneurs in the process of continuous education system, requires scientific management, adaptation to modern conditions of the economic system of democratization and humanization of secondary school.

Theoretical and methodological basis of the study is fundamental and modern provisions of economic theory, scientific development of foreign and Ukrainian scientists and specialists in the field of economics. The method of logical generalization is used to substantiate theoretically the importance of the tasks and clarify the key concepts of the study. The training of future professional in entrepreneurship should correspond to the real needs of the dynamic development of the economy and the modern society.

In conclusions the author emphasizes the effectiveness of professional training of future entrepreneurs. It improves due to the introduction to the educational process an informative and communicative component to form highly qualified entrepreneurs capable to work in computer networks; those who have business skills; ability to think independently and analyze market situation.

**Key words:** globalization; education; entrepreneurship; internationalization; future entrepreneurs; professional training.

## **1. INTRODUCTION**

The modern world is characterized by processes of globalization and internationalization of the economy, the opening of borders, the emergence of new markets and the growth of labor migration. Globalization expands cultural and informational contacts between people and states, influences management, production, trade, the labor market, and political entities. In the 80's of the twentieth century was the transition of developed countries to the post-industrial stage, when the main productive forces are the science and new technologies. Education is becoming widespread. Today, globalization is interpreted as "a complex phenomenon that involves a number of processes that occur simultaneously and has several dimensions", the most notable and important among which is globalization of market, production and information. The qualitative training of future entrepreneurs is necessary in these conditions. Special attention should be paid to the formation of professional qualities of future entrepreneurs who are able to navigate in the economic space and able to assess the risks and make adequate management decisions not only in the domestic country but also in the international market.

One of the priority directions of the development of education is the introduction of modern information and communication technologies that ensure the improvement of the educational process, accessibility and effectiveness of education and training of the young generation of entrepreneurs for professional activity in the conditions of informational society, globalization and internationalization. The main drivers of progress and the greatest value in the world are knowledge, so the education system of each country should correspond to some of the common requirements. Therefore, the search for a more effective educational policy begins and the transition to flexible high-tech educational systems is carried out on the basis of application of modern information and communication technologies. Underestimation of professional training for entrepreneurship and entrepreneurship development, ignoring its economic and social opportunities for many years of independence, reformation can be qualified as a major strategic miscalculation, which also deepened the crisis of the Ukrainian economy. The training of future professional in entrepreneurship should correspond to the real needs of the dynamic development of the economy and the modern society. Globalization is the great challenge for Ukraine because over the years of independence of Ukraine material production system, science system and education system were separated from each other, so the latter did not become the main engine of economic and social development. As a consequence, all these years there has been

a steady process of deindustrialization of the economy [10]. The process of globalization develops under the influence of a set of technical, technological, socio-economic, political, moral, ethical and cultural factors. Considering the challenges of globalization and the information revolution is one of the main tasks of modern scientific research. In the conditions of formation of market economy and institutional changes in the economy of Ukraine, radical changes in property relations and the problem of becoming and developing entrepreneurship becomes very important.

The relevance of research into the problems of business development and growth is further enhanced by the fact that the slowness and contradiction of Ukraine's progress through market reforms is largely due to the underestimation of the role and importance of comprehensive training in the education system for entrepreneurship of university graduates as a structure-forming element of a market economy. One of the main directions that provide dynamic in the development of the economy and launching it on the market is the activation of entrepreneurship and training of entrepreneurs in the system of continuous education, starting in secondary schools, colleges studying the basics of economics, marketing and entrepreneurship. Training and formation of entrepreneurial abilities of future entrepreneurs requires the introduction into the content of education of economic disciplines and introduction of new directions of entrepreneurship training activities. The task is significantly raise the role and place of entrepreneurship in the economic process of society. Education should be focused on complete personal development, strengthening respect for human rights, fundamental freedom and peace, enabling all people to take an active part in building a free and equal society.

**Research overview.** In the works of modern philosophers, economists and educators the idea of the most essential characteristic of the modern world is proclaimed. This idea defines its picture and the movement of gigantic flows of capital, goods, as well as people, which enhances the exchange of information all these processes are called globalization. The term globalization first appeared in the 70s of the twentieth century in management and business literature to define new world production strategies and distribution. It got its conceptual interpretation only in the early 1980's in scientific works of American sociologists J. McLean and R. Robertson [10].

Russian researcher M. Delyagin defines globalization as the process of rapid formation of a single global financial and information space based on new, mainly computer technologies. Globalization has both positive and negative features. The positive are the division of labor, specialization, increasing the level of production, greater availability of goods and services. At the same time, it increases the distinction between the poor and the rich. In fact, the benefits of globalization fall on rich countries and rich individuals, which can be a prerequisite for conflict between them. The driving forces of globalization are liberalization and democratization. The result of globalization is the formation of a single production and consumer space with agreed rules of interaction, exchange of goods, services, capital, ideas, values etc [5].

According to T. Bikson, education is a key determinant of economic performance and potential of the world. The characteristic features of globalization in the field of education are the unification of knowledge, the general desire of the countries of the world to achieve high quality of education [3]. Considering the strategy of Ukraine's development in the conditions of globalization, it can be argued that along with the possible risk, these processes give a real chance for our country to take a worthy place in a new stage of civilization, relying on science, education and innovative technologies [9]. The development strategy of the national education system has to be adequately formulated by modern integration and globalization processes, requirements of transition to post-industrial civilization, which will ensure steady movement and development of Ukraine in the 21st century, integration of the national education system into the European and world educational space. Thus, the proper training

of future entrepreneurs becomes necessary. Implementation of the model of professional formation of competence of future entrepreneurs in the process of education system requires scientific management, use of management, adaptation to modern conditions of the economic system of democratization and humanization of education.

## **2. AIM AND TASKS**

The main purpose of this study is to analyze the impact of current globalization trends on the training of future entrepreneurs in Ukraine. The entrepreneurial activity in the process of continuing economic education should be studied, starting with a comprehensive school, a vocational institution and a university, where a university graduate will be able to obtain a progressively high level of quality of education and an adequate level of professional competence, as required by the Bologna long-term policy guidelines development of society, further prosperity of the state and prospects of human potential development.

## **3. RESEARCH METHODOLOGY**

To achieve the purpose of the study a set of methods and techniques of scientific knowledge is used. Theoretical and methodological basis of the study is fundamental and modern provisions of economic theory, scientific development of foreign and Ukrainian scientists and specialists in the field of economics. The method of logical generalization is used to substantiate theoretically the importance of the tasks and clarify the key concepts of the study. Methods of theoretical generalization and comparison were used to analyze current trends in globalization and their impact on modern education and on the requirements for training of future entrepreneurs in modern conditions and trends in order to correspond to world standards and demands.

In the twenty-first century, the role of education for all countries is growing even more, decisive for the country's competitiveness on the world stage. Education itself is a tool for influencing the mental values and priorities of people, taking into account the interests of long-term and current social practice. Education faces the major challenges of globalization, because modern social reality, which is characterized in the most general way by the collapse of the value system, the absence of rigidly structured normative models, requires new guidelines. Effective entrepreneurial activity is possible only in certain socio-economic conditions, with a certain political arrangement that encourages entrepreneurship. conditions of business development are: stability of the state economic and social policy aimed at supporting entrepreneurship; positive public opinion towards entrepreneurs and entrepreneurship; a preferential tax regime that provides effective incentives for entrepreneurship; availability of a developed business support infrastructure; the existence of an effective protection system of intellectual property, the effect of which extends not only to inventions but also to all products, innovative business ideas, concepts and methods of professional activity [7].

## **4. RESEARCH FINDINGS**

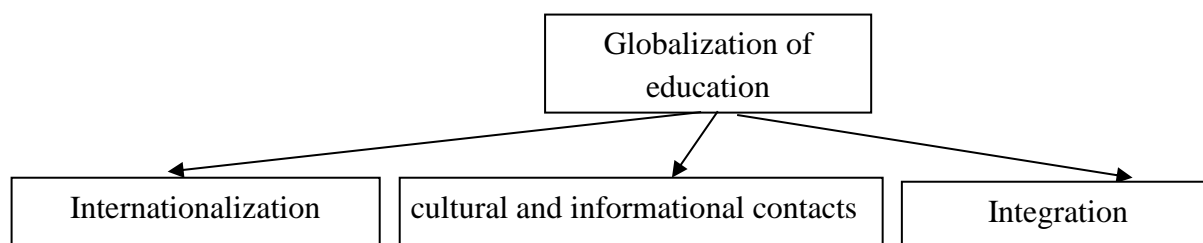
Globalization is ushering in a new era of interaction between nations, economic and political systems, and between people. It significantly broadens cultural and informational contacts between people and states, influences management, production, trade, the labor market, political entities, other social institutions and processes [2]. The basis of the initiated transformation is globalization, which, through the modernization of the education system,

should change the perception of society about this system, focusing on building the knowledge-based society on which it should become high-class human capital formed by an education system that is modified according to global requirements. In the era of globalization, information, science and education are the most influential factors in social dynamics [3]. Competitive in the future will be a person who has mastered the basics of science, has the latest ways of perception and transmission of information, educated and practically prepared, especially in a professional, linguistic and ideological context.

The concept of “globalization” is multifaceted. The following definitions of globalization are considered:

- is the direct effect of what is happening in one part of the world economy to other parts of the world that may not be related;
- the process of accessing private national economic problems to the global world with a view to solving them, taking into account world economic interests and mobilization of world resources;
- is related to the formation of educational inequalities in access to higher education in different regions of the world [8].

Globalization of education consists of internationalization, cultural and informational contacts, integration (Fig.1). Developing, comprehensively discussing and adopting the National Doctrine for the Development of Education of Ukraine in the 21st Century is the first step towards bringing our education system into line with the challenges of globalization. The second step should be the gradual implementation of the doctrine, the third step is the recognition of the European and world community of national education as self-sufficient and competitive.



**Fig. 1.** Components of globalization

If society wants to adapt education to modern requirements, it has to take care of the financial support of innovations. Without it, the competitiveness of our specialists in the international division of labor, the well-being of the population, social comfort and national security is not possible. Conducting of economic reform in Ukraine proved that the organization of production for consumption, rational use production resources are impossible without a consistent transition to a market economy and preparation for the labor market of professionally trained entrepreneurs, managers, who with their high professional competencies would contribute to the development of production and services in all types of human activity. Entrepreneurship is the intellectual activity of the energetic and an initiative person who owns all or part of any tangible assets and uses them to organize and manage a business [1]. In modern sources of information, scientists suggest that entrepreneurship and business are identical concepts. But entrepreneurship is still a special kind of business. The practical purpose of entrepreneurship is to remove not just income but receipt extra profits. Entrepreneurship includes production, commercial, purchasing, intermediary, investment, consulting, financial, scientific, educational and legal, educational, medical, tourism, food, trade and other activities. To solve economic and social problems of Ukraine in the context of globalization should strengthen

the state's attention to the development of entrepreneurial activity in the formulation of appropriate state policy to support educational programs for training entrepreneurs in institutions of continuous education. Modern education in its development has reached such level that requires a new direction of thought and a new approach of learning, based on a new development for the professional training of future entrepreneurs.

Future entrepreneurs should have relevant professional competences and knowledge in economic, management, marketing, financial credit system, nature and functions of money, types of property in the market economic system, economic fundamentals of prices, value of state budget, system of taxes and fees, banking system, labour standardization, types of wages, production and consumption, standardization, differentiation and quality of goods in the production process, innovative activity, cyclical fluctuations in the economy, state regulation, the world market economy and global economic problems. The procedure for employment of graduates of higher education institutions under the terms of the trilateral agreement "graduate-educational institution-employer" should become widespread. It is necessary to create a strong, purposeful, effective system of education that will ensure intensive development and quality of education, its focus on satisfaction state needs and personal requests. Entrepreneurship as a form of management positively affects the development of national economy, providing employment and well-being to a large part of the population. Business structures are very sensitive to changes in the market economy, quickly adapt to the new situation and consumers requirements. This makes the possibility to provide stable macroeconomic situation in the country, to develop at the governmental level programs for the development of the national economy, not directly interfering with the work of business structures, but only creating the conditions for their effective functioning.

## **6. CONCLUSIONS AND PROSPECTS FOR FUTHER RESEARCH**

To conclude, trends in higher economic development education in Ukraine in terms of globalization testify that the importance of economic literacy of the society and the attention to higher economic education by the government, the public and the management of higher education institutions, as well as the need for qualified specialists in the economic profile, in particular of future entrepreneurs should be increased. The answer to the changing economic, scientific, technical, political and other environmental factors is the individualization of training programs and their constant improvement. Based on the analysis of the current state of the research industry and its development trends, it is found that higher economic education should be based on the experience of practitioners who should participate in the educational process and share their experience. The theory should be connected with practice under the guidance of a teacher and based on experience of specialists in this field. Without a close connection between education, science and production, the development in the age of high technology becomes impossible. This sets appropriate priorities for all structures and institutions involved in education and science. An important condition of entrepreneurship education is the professional adaptation of the process of preparation of future entrepreneurs, aimed at becoming ready to perform professional functions, the formation of professional suitability, independence, which can be considered as a process of gradual adaptation to independent entrepreneurial activity. Adaptation of students to the professional activity is possible by introducing into the educational process of simulation modelling of industrial situations, involvement in the creation of business projects. The effectiveness of professional training of future entrepreneurs improves due to the introduction to the educational process an informative and communicative component to form highly qualified entrepreneurs capable to work in computer networks; those who have

e-business skills; ability to think independently, freely operate market concepts, analyze the market situation with the help of information tools.

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## ПІДГОТОВКА МАЙБУТНІХ ПІДПРИЄМЦІВ В УКРАЇНІ В УМОВАХ ГЛОБАЛІЗАЦІЇ

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**Анотація.** У статті розглянуто підприємницьку освіту в Україні з точки зору глобалізації. Нові виклики в системі підготовки майбутніх фахівців зумовлені соціокультурною динамікою, яка постійно прискорюється під тиском глобалізації та інформаційної революції. В умовах глобалізації зростає конкуренція у сфері освітніх послуг. У контексті пошуку суспільством ефективної освітньої політики та необхідності переходу на гнучку високотехнологічну освіту слід використовувати новітні інформаційно-комунікаційні технології. Політологи визначають глобалізацію як об'єктивний процес перебудови та якісного розвитку міжнародного середовища та соціально-економічної системи. Вирішення існуючих питань розвитку підприємництва в Україні потребує нових підходів. Основна мета цього дослідження – проаналізувати вплив сучасних тенденцій глобалізації на підготовку майбутніх підприємців в Україні. Завдання полягає у значному підвищенні ролі та місця підприємництва в економічному процесі суспільства. Впровадження моделі професійної компетентності майбутніх підприємців у процесі безперервної освіти вимагає наукового управління, адаптації до

сучасних умов економічної системи демократизації та гуманізації середньої школи. Теоретико-методологічною основою дослідження є фундаментальні та сучасні положення економічної теорії, наукових розробок зарубіжних та українських вчених та фахівців у галузі економіки. Метод узагальнення використовується для теоретичного обґрунтування важливості завдань та уточнення ключових понять дослідження. Підготовка майбутнього професіонала з підприємництва повинна відповідати реальним потребам динамічного розвитку економіки та сучасного суспільства.

У висновках авторка наголошує на ефективності професійного навчання майбутніх підприємців, яке зростає завдяки введенню в навчальний процес інформаційно-комунікативної складової для формування висококваліфікованих підприємців, здатних працювати в комп'ютерних мережах; ті, хто має ділові навички; здатних самостійно мислити та аналізувати ситуацію на ринку. Перспективою подальшого розгортання досліджуваної проблеми є визначення і обґрунтування необхідних педагогічних умов підвищення якості професійної підготовки майбутніх підприємців в умовах глобалізації.

**Ключові слова:** глобалізація; вища освіта; підприємництво; інтернаціоналізація; майбутні підприємці; професійна підготовка.

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