

THE ROLE OF DISTANT FORM OF EDUCATION IN THE SYSTEM OF THE CONTINUOUS OF BUSINESS EDUCATION

Having a problem. High-quality changes which take place in modern Ukraine, in all its spheres and industries pull out enhanceable requirements to the system of business education, which is a key factor and condition of the effective social development, which is necessary to a modern society.

On the modern stage of great acceleration of the rates of scientific and technical, technological and resource transformations in all spheres of public life, according to the necessities of the passing to the economy of knowledges, the problem of the making of the system of continuous business education is actual.

The new mind about the role of business education and methods of providing of its accordance to the necessities of modern system of knowledges allows us to talk about the forming of new paradigm of business - organizations. The basis of this new paradigm is a management of knowledges as complex administrative coming to making, widespreading knowledges and exchanging of them.

In the making of new educational paradigm an important role is played by the controlled form of business education which gives possibility to combine studies with labour activity, to comprehend the own experience and decide in the process of studying the actual business problems outlaying additional time on the visit of establishment business – organizations without splendid extra time on the visiting of the establishments of business – organizations.

The analys of the last researches and publications. The questions of the found illumination the effective management of business education is shown in the works of Ukrainian and foreign scientists. The theoretical developments by V. Bochkovogo, V. Godin, L. Evenko, E. Karpukhina, L. Kleyova, T. Klyachko, G. Konstantinov, N. Novikov, Y. Rubin, S. Sergeev, V. Tikhomirov, S. Filonovich are the basis of the development of the theory in the system of business education. The principles of modern economic knowledges, and the resource possibilities of

the national system of economic education, are described in works by V. Bobrov, V. Gaec, V. Evtushevsky, A. Mazaraki, S. Mochernogy, A. Shegdi [3, p. 18].

As for the analysis of the questions of the continuous of the system of business education, for example, M. Vachevskiy defined the bases of the theoretic and methodological principles of forming the professional jurisdiction in the system of continuous education for the marketing specialists; I. Smolyuk developed the bases of the technology of forming the economic and administrative knowledges for students [4, p. 8]. Now it is actual the studying of the role of the control of the distant form of business education, because this question is not enough reflected in our literature and scientific works.

The purpose of the article – to expose essence of basic advantages of the controlled from distance form of studies in the modern domestic system of business education.

The most actual requirement in the restructuring of the system of business education in modern Ukrainian society is the achievement of a new high-quality level of education, its dynamic, and it is practically oriented to the real problems. The big audience, the availability of education, the achievements of high quality and a level of studies of the widest ranges of population, the flexibility of education, its adaptation to the changes of the modern world is for today the main effective way of the development of business education.

The creation of the possibility of continuous studies in the system of business education, based on the permanent re – education according to the necessities of modern development and transformation of the society, leads to the changing of a sphere and orientation of the own activity according to the necessities of modern economic, political, social thoughts. Therefore it is actual enough presently possibility of combination of studies appears with work as a necessary the connection of continuous education and close connection studies with practical activity.

The traditional educational systems do not fully follow such requirements. The traditional educational system is based on the connection of the person who teaches and the person, who studies, and this reduces the possibilities of the circumference of the audience, limited not only technically, and also by organization problems which are successfully solved today with the help of the using of the modern communicative technologies but also with the natural human possibilities of the individual co-operating with the limited amount of the participants of the educational process. A direct change of knowledge from the teacher to the students, that was the basis of the old educational paradigm, stops to follow the growth of the necessities of the preparation and the retraining of the specialists of the modern level for all branches and spheres of a social life.

Secondly, the traditional educational system of teaching the material does not guarantee the maintenance of the quality of educational product during it is circulating, as a similar circulating in the traditional system was based on the performing of his content by the other teachers, who as a rule, make their own interpretation of the material, it is changes and even distortion.

Thirdly, the traditional education is based on the periodic studying and re-studying during the whole life and can not provide the increase of the educational level in the intervals between the periods of studying and re-studying.

Fourthly, this re-studying has the disadvantage, which is expressed that the person, should stop to work during the period of the re-studying. It was typically for all levels of education. But if the studying was of more high quality, the require.

Finally, the traditional forms of education were not able to provide the smoothing of educational levels of the workers of different regions, which was necessary for the proof social-economic growing of country.

Such lacks of the traditional forms and coming to an educational process make them incongruous to many modern requirements, that are need according to the social and economic development of the country in the modern processes of the world information. This fact has become the for making the new systems in business education, united under the concept of the open control distant studying.

This is a new type of the process of studying and its principles show the new possibilities of the educational process, which are connected with the new requirements of the modern development.

The distant education is determined as a «complex of educational technologies, when the co-operation of the teacher and the student took place when it doesn't matter when and where these people are. And it is based on the pedagogically organized information technologies and telecommunications» [2, p. 4].

One of the main positions of the criticism of modern business - organization is based on the fact that the «knowledge for the future use», is not correlated with the administrative experience and the decision of the real problems of business.

Thus, for a transition from the passive studies to the studies, which is on the solving of the real problems of business it is necessary three main conditions :

- 1) the trainers, such, which have the administrative experience;
- 2) the system of studies, which allows to promote a qualifying level without stopping the practical activity;
- 3) the methods of studies, which allow to use and comprehend the administrative experience in the process of studies [1, p. 24].

These requirements are possible if there is the system of business education, which is based on the principles of the opened distant education and it is used for increasing of the level of knowledge of businessmen of different level, without stopping the basic activity. In the system of the opened distant business education the orientation on the decision of the real problems of business is provided by the predominance of the more active coming going to the process of studying to passive ones.

The conclusion is that in the basis of the content of business education is not logic of the scientific knowledge, but professional administrative tasks. So, the distant form of business education lets to carry out a transition from the evident principle of the construction of the content of education to the creation of computer-integrated educational courses which represent the integral picture of

professional administrative activity. In addition, the new system of knowledges which is formed, is not so much formed, transformed into the system of practical and theoretical knowledges which they have already got.

Thus, the problem of the standardized studies to individually - oriented ones is decided by the correlation of the theoretical ideas and the models. The traditional reading of lectures and a work with the standardized educational situations is oriented on the passive perception of the information the practical use of the studying theories out of the real administrative context of students [5, p. 229].

Through the acceleration of the transience of the professional knowledges and the necessity their regular updating, and also through the increasing of the social dynamics, the continuous studying is becoming the necessary for modern society.

In Ukraine at the beginning of 90th of XX age thousand people, having a great experience and higher education, were forced to go in for entrepreneurial activity. Mathematicians, biologists, teachers, technologists and other specialists, became the businessmen, the managers, the financiers, learning the new professions. High educational level, the ability to understand new non-standard problems, and a great experience allowed them in short term to master the basis of the leading business processes. However, as we see, for the successful functioning of this business it was. It was needed in the process of "the invention of the wheel" to the system studying of the business management. It activated the processes of the development of the system of business education.

In the difference of the system of the traditional business - organizations, the system of the controlled from distant education has a common.

In Ukraine the distat form of business education first of anthings is the way of appeasing the educational «hunger» of the regions. For the habitants of little of owns no so there are many possibilities for getting the compulsory and extra education, or, for example, in-plant training. Traditionally, there is an outflow of the best specialists-teachers to the center. Thus, on the modern way of the acceleration of rates of economic, scientific and technical, technological and

resource transformations of all spheres of public life, the problem of the creation of a new type of the system of continuous business education is actual[6, p. 36].

Conclusions.The distant form of business education enables successfully to gives the possibility to combine successfully the studying with administrative and business activity; to correlate individual administrative practice with the theoretical models and ideas, thinking about the own administrative experience and solving the modern business problems.

Such possibilities of the distant form of education allow us to examine it as a new form of business education, which is following modern requirements to knowledge, mobility and maneuverability of the practical and theoretical basis of knowledges of each successful businessmen.

Everything which was written here will become the basis for the deep analysis of the distant form of education in the system of continuous business education.

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