

**ADAPTING UNIVERSITY EDUCATION TO THE NEEDS OF  
THE MODERN LABOUR MARKET**

**Introduction.** In the era of globalisation, the quality and relevance of higher education are extremely important for a country's long-term competitiveness. However, a significant challenge is to align university education with the dynamic demands of the modern labour market.

**The purpose of the work** is to investigate strategies for aligning higher education curricula with the evolving demands of today's workforce. It seeks to identify ways universities can equip students with the skills, knowledge, and competencies required to thrive in dynamic industries and contribute effectively to the modern economy.

**Presenting main material.** The only problem is that many Ukrainian higher education institutions remain faithful to traditional approaches to education, which do not always meet the requirements of the modern market. As a result, these approaches are almost ineffective and do not provide students with the skills and knowledge they need to succeed in today's fast-changing labour market. This discrepancy underscores the urgency of the need for universities to constantly update their curricula, foster cooperation with employers and adopt innovative teaching methods [2].

Ukraine's signing of the Bologna Process Declaration in May 2005 was an important step towards the integration of national higher education into the European education area. Thanks to this step, our country has become a welcome participant in a number of international projects initiated by the European Union (Tempus, Erasmus Mundus, Jean Monnet Programme, Leonardo da Vinci, Socrates, etc.). International cooperation allows Ukrainian higher education institutions to learn from the experience of training specialists

with higher education in the world's leading countries, while preserving the national identity and originality of the Ukrainian people [1].

To reduce the gap between academia and industry, universities should strengthen their ties with the scientific and business communities. Graduates should have not only theoretical knowledge but also practical skills, adaptability and a desire to learn. As the nature of work changes, the ability to quickly master new professions and technologies becomes important, which requires a shift in the educational paradigm to lifelong learning.

**Conclusion.** In this regard, rethinking university education is becoming an urgent task. Emphasizing practical experience through internships, incorporating the latest technologies into teaching and developing creative thinking are key steps. By adapting education to the requirements of the modern labour market, universities can ensure that their graduates are not only academically prepared but also ready for the dynamic realities of the working world.

#### REFERENCES

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