

IMPROVING THE QUALITY OF BUSINESS EDUCATION BY PROVIDING ACCESS TO MODERN EUROPEAN EDUCATION IN THE ERASMUS + VEHUB4YOU PROJECT

The modern business world, which is rapidly changing under the influence of globalization, digital technologies and socio-economic transformations, poses new challenges to education systems. Specialists are required to have not only deep theoretical knowledge but also developed practical skills, adaptability, creativity, communication skills, and teamwork. In this context, virtual learning and the creation of virtual business hubs open up new opportunities for the development of business education, ensuring its efficiency, flexibility and compliance with the requirements of the modern labor market.

The European integration processes and the needs of Ukraine's post-war recovery make it imperative to form a new generation of professionals with not only solid professional knowledge but also developed entrepreneurial competencies. In this context, the participation of the Kyiv National University of Technologies and Design (KNUTD) in the Erasmus+ project “International Networks of Virtual Youth Business Hubs” (2023-2025) is of particular importance.

The project is based on the concept of virtual learning using virtual reality (VR) technologies, which greatly opens the availability of education. VR gives access to education to people who, for whatever reason, cannot attend traditional educational institutions. Students from remote regions can receive quality education by participating in virtual classes and studying in programs available anywhere in the world. This makes education more inclusive and accessible, reducing geographical and social barriers. VR technologies allow creating a virtual environment that simulates real business processes and ensures active interaction of participants with the content and with each other. This approach contributes to the effective assimilation of knowledge and the development of practical skills in the field of entrepreneurship.

After analyzing the scientific literature on the research issues of both foreign and domestic scholars [1-3], we can identify the following impact of virtual learning on business education:

- Immersiveness and interactivity: VR technologies allow you to create immersive learning environments that simulate real business situations and ensure active interaction of students with the content. This contributes to better learning and the development of practical skills.
- Personalization of learning: VR platforms allow you to adapt the learning process to the individual needs of students, considering their level of training and learning style.
- Development of soft skills: VR simulations help to develop business-critical soft skills such as communication, leadership, teamwork, decision-making, and stress management.
- Accessibility and flexibility: Virtual business hubs make education more accessible to students from different regions and countries and allow them to study at a convenient time and at their own pace.

This project provides young people with ample opportunities to develop their entrepreneurial potential, gain European experience, and successfully integrate into the global economic environment. It contributes to the formation of a new generation of leaders capable of generating innovations and ensuring sustainable development of Ukraine.

The main objectives of the project will help in:

- Formation of entrepreneurial thinking: Developing students' creativity, initiative, risk-taking, and ability to generate innovative ideas.
- Transfer of European experience: Ensuring access of Ukrainian youth to the best European practices in business.
- Digital transformation of education: Implementation of VR technologies in the educational process to increase efficiency and interactivity.
- Development of international cooperation: Creation of a platform for the exchange of experience and implementation of joint projects between Ukrainian and European universities.
- Promoting European integration: Training specialists who meet the requirements of the European labor market and can successfully compete in the global economic environment.

The international exchange of experience within the project is important for:

- Broadening the horizons of students and teachers.
- Familiarization with the best European practices in education and entrepreneurship.
- Development of intercultural communication and cooperation.
- Increasing the competitiveness of Ukrainian specialists in the international labor market.

Virtual learning in cooperation with partners in the Erasmus+ VEHUB4YOU project can be a lifeline for Ukrainian educational institutions during the war.

Thus, virtual learning has become not only a necessary measure, but also a catalyst for innovative transformations. The development of virtual learning within the Erasmus+ program is especially relevant, as it provides Ukrainian educational institutions with unique opportunities to modernize the educational process, improve its quality and accessibility, particularly in the field of business education.

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