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## **INCLUSIVE APPROACHES TO DEVELOPING STUDENTS' ENTREPRENEURIAL AND DIGITAL SKILLS**

### **ABSTRACT**

The article examines inclusive approaches to developing digital and entrepreneurial skills among students in the context of the digital transformation of Ukrainian education and the economy. The importance of combining inclusive educational strategies with modern digital tools to ensure equal access to quality learning and professional development is substantiated. The current state of digitalization in higher education, the role of governmental initiatives in forming digital competencies, and the impact of digital business transformation on the content and structure of educational programs are analyzed. Emphasis is placed on the need to prepare students for work in a digital economy, where entrepreneurial and digital skills are fundamentally important. It is demonstrated that the integration of inclusive approaches helps reduce educational barriers, contributes to the formation of modern human capital, and increases young people's competitiveness in the labor market.

Today, the development of higher education in Ukraine is taking place amid profound transformations driven by intensive digitalization, changes in learning formats, and the growing need to develop digital, entrepreneurial, and social competencies among youth. Inclusive approaches therefore acquire key importance, as they ensure equal access to digital resources, innovative educational technologies, and practice-oriented learning formats.

Inclusion in higher education is now viewed as a comprehensive pedagogical and managerial strategy aimed at creating conditions in which all students—regardless of individual needs, social background, or level of preparation—are able to obtain quality education. Inclusive education

approaches are based on the principles of Universal Design for Learning, academic fairness, accessibility, and variability, which allow adapting learning materials and educational technologies to the needs of diverse student groups.

In the field of digital competencies, inclusion is especially important because access to digital tools largely determines students' ability to remain competitive in the modern labor market. The issue of digital inclusion—particularly ensuring equal access to learning platforms, multimedia resources, and adaptive technologies—is actively studied by Ukrainian researchers. Scholars emphasize the importance of multi-format presentation of information (subtitles, audio descriptions, high-contrast interfaces), which improves the acquisition of digital skills among students with different abilities.

The development of entrepreneurial competencies occupies a special place in inclusive educational policy. Student entrepreneurship requires not only the ability to generate innovative ideas but also the ability to work with digital platforms, digital marketing tools, online analytics services—making digital skills a fundamental element of entrepreneurial training. Research highlights that entrepreneurial competence is an integral component of modern professional education and should be developed using inclusive pedagogical approaches.

In this context, understanding the connection between the digital economy and educational competencies is extremely important. Ukrainian enterprises are currently undergoing active yet uneven digital transformation. Global competition requires businesses to adapt quickly, implement innovations, and use modern digital technologies. Traditional forms of business organization are losing effectiveness, which confirms the relevance of training young professionals equipped with advanced digital and managerial skills.

The digitalization of enterprises, which involves the transition from paper-based processes to electronic document management, is the initial stage of digital transformation. The next stage—digitalization—entails a deeper restructuring of business processes, automation, the use of analytical systems and artificial intelligence, the creation of digital services, and new channels of customer communication. For students, especially those studying economics and management, understanding these processes is a necessary professional competence requiring the integration of digital practices into the learning process.

Government policy also plays a crucial role in shaping digital skills. The “Diia.Business” platform and the National Online School of Entrepreneurship

offer a wide range of educational programs aimed at digital literacy, business process automation, digital marketing, and online communication management. These opportunities are inclusive because they are accessible to all population groups, including students and young entrepreneurs, regardless of income level or place of residence.

Partnership initiatives between government institutions, educational establishments, and businesses—including free educational resources, development programs, and consulting services—contribute to the development of students' digital and entrepreneurial skills. The inclusiveness of these programs enhances their social impact, as they create equal opportunities for young people with diverse backgrounds.

Thus, integrating inclusive approaches into the development of digital and entrepreneurial skills among students is not merely a pedagogical recommendation but a strategic necessity for modern Ukrainian education. The conditions of the digital economy require equal access to digital tools, adaptive learning platforms, and innovative teaching methods. Inclusive educational strategies reduce social barriers, ensure educational equity, and prepare students for participation in the rapidly evolving digital economy.

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