

INNOVATIONS IN BUSINESS EDUCATION: INTERACTIVE LEARNING METHODS AND THEIR APPLICATION IN THE LOGISTICS SECTOR

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Abstract. *The research is dedicated to innovative approaches in business education, in particular the use of interactive learning methods and their role in the logistics industry. In a world that is rapidly changing due to technological advances and globalization, logistics plays a key role in global supply chains. In order to train highly qualified specialists in this area, it is necessary to train personnel taking into account modern requirements.*

Over the past few decades, the world has experienced significant transformations in various industries, and business education is no exception. Traditional teaching methods, while important, are now at the crossroads of innovation. One of the available ways of appropriate development is the use of interactive learning methods, which transform the educational process into logistics and provide more opportunities for students and professionals.[4]

Interactive learning methods such as online courses, video lectures, simulations, and virtual laboratories have become the main tools for developing competencies in the logistics sector. These learning methods allow students and professionals to gain knowledge using interactive technologies, which makes learning more interesting and effective.

One of the main advantages of interactive learning methods is their accessibility. A growing number of educational resources and programs offer students and professionals the ability to get an education anywhere, anytime. This is especially important for those who work or have an unpredictable schedule. Interactive learning methods also provide an opportunity to individualize the learning process, allowing students to choose a learning path that suits their needs and pace.

The application of interactive learning methods in the logistics sector is especially important in the context of increasing complexity and competition in global supply chains. Modern logistics specialists must be ready to solve complex tasks and make strategic decisions. Interactive learning methods help develop analytical skills, creative thinking, and the

ability to communicate effectively - all of which are extremely important for logistics specialists.

In addition, simulations and virtual laboratories provide logistics students with the opportunity to gain practical experience without real risks and costs. They can recreate real situations and solve problems in a controlled environment, which helps prepare them for real work activities.

Interactive learning methods are an approach to education in which students take an active part in the learning process and interact with each other and the teacher. The main principles of interactive learning include:

1. Active participation: Students actively participate in class by completing assignments, discussing material, and interacting with each other.

2. Application of knowledge: Interactive learning methods provide students with the opportunity to apply knowledge in practical situations, which helps to strengthen their understanding and skills.

3. Encouraging dialogue: The teacher and students jointly discuss questions, share ideas, and solve problems, which stimulates dialogue and exchange of ideas.

4. Practical tasks: Interactive learning includes practical tasks, simulations, and virtual laboratories that allow students to gain practical experience.

Interactive learning methods differ from traditional lectures and textbooks.[5] They involve the active participation of students, stimulating their activity, analysis, and critical thinking. Some of the main interactive techniques include:

1. Online courses and video lectures: Online courses have become an integral part of interactive learning. These courses enable students to learn from renowned lecturers and experts from anywhere at their convenience. Video lectures can be accompanied by interactive exercises, homework, and discussion forums.

2. Simulations and virtual laboratories: Simulations reproduce real situations and tasks that logistics specialists may face. They help students gain hands-on experience and solve problems in a controlled environment. Virtual laboratories provide an opportunity to conduct experiments and study specific aspects of logistics without physical limitations.

3. Group tasks and dialogues: Collective learning can be a very effective tool for developing communication and collaboration skills that are necessary in the logistics industry. Group tasks and dialogues stimulate the exchange of ideas and solving joint problems.

Digital reality has revolutionized the world. In the field of education, which forms the future generation of logistics specialists, there has been a

rethinking of learning and teaching processes. The implementation of educational programs in higher educational institutions increasingly takes into account the possibilities of distance learning. The pandemic that began in the first quarter of 2020 only intensified this process.[3] This transformation has become especially noticeable in the field of logistics. Until March 2020, the majority of logistics students received their education in standard classrooms. The use of e-learning as a supplement to traditional face-to-face classes was practiced only by a few universities. However, taking into account the transformation in the format of education caused by the pandemic, universities and students have been forced to switch to teaching and acquiring knowledge in a virtual environment.

Online learning in logistics and transportation higher education most often means either the use of online video courses "for credit" or massive open online courses (MOOCs). While research from Extension Engine (EE) confirmed that these are indeed the most common approaches, the company also identified two other key opportunities for sustainable revenue from online education: preparatory programs and graduate programs. Although online credit courses and MOOCs are the most common approaches in higher education, commitment to this type of learning requires a strong organizational commitment from the college or university.[2]

Let's look at specific examples of innovative approaches in logistics business education. Some institutions are already implementing online courses with a focus on logistics education, where students can learn the fundamental principles of logistics as well as current trends in the industry. Such courses often combine video lectures, discussion forums, and hands-on assignments to create an interactive learning environment.

The logistics industry requires professionals to understand complex systems and make strategic decisions. Interactive learning methods allow you to improve these skills and prepare students for the challenges they will encounter in real life.

Online courses and video lectures are becoming available tools for logistics professionals to update their knowledge and skills. Students can learn new methods and practices that ensure efficiency in the logistics sector, as well as develop the analytical skills needed to make strategic decisions.[1]

Simulations and virtual labs help students understand work processes in the logistics sector. They can recreate situations where students need to make decisions about complex logistical challenges. It helps to practice strategic thinking and make real-time decisions.

Group tasks and dialogues improve students' communication skills and teach them to work in a team. This is especially important in the logistics

industry, where collaboration and coordination between different supply chains are critical aspects of success.

The use of interactive learning methods in the logistics sector has several advantages:

- Improving learning efficiency: Students learn actively, which contributes to better learning of the material.
- Development of analytical and strategic skills: Interactive methods help develop critical and strategic thinking, which are key for logistics professionals.
- Application of knowledge in practice: Students can gain practical experience by applying the acquired knowledge in real situations.
- Flexibility and accessibility: Interactive learning methods are available anywhere and anytime, making learning more flexible and accessible.

Conclusion

Innovations in business education, in particular the use of interactive learning methods, have made a significant contribution to the development of logistics. These innovations help to prepare qualified logistics professionals capable of effectively solving the challenges of modern business and improving processes in global supply chains. Now, more than ever before, interactive learning methods play an important role in preparing logistics professionals to succeed in this important industry.

References

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