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INNOVATIVE TECHNOLOGY DEVELOPMENT OF EDUCATION IN HIGHER EDUCATION INSTITUTIONS

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The article describes the main directions of innovative education and
identifies methods and means of education technology.

Keywords: education technology , a method of education, means of
education, innovation.

In modern society, education has become one of the most extensive areas of human activity. The challenge of meeting society's needs for highly qualified professionals is relevant both for our country and for the world. Education, especially higher education, is seen as a major leading factor for social and economic progress. The rapidly changing demands placed on professional, ultra-flows of information and the latest technology that has penetrated into all aspects of society need to search and use new teaching methods. The reason for this is in understanding that the most important value and the main capital of modern society is the person capable for searching and exploitation of new knowledge and the adoption of non-standard solutions. The possibility of different teaching methods depend on the nature and content of the corresponding method, the mode of application and skill of the teacher. Under the methods of teaching, we must understand how orderly related activities and teacher training and learning activities of students to solve various didactic problems of teaching aimed at the mastery of the studied materials.

The most successful methods in the assimilation of knowledge students are active learning methods. The essence of active learning aimed at developing the

skills is to ensure that the students do the tasks which decision process they take possession of their own abilities and skills.

Demonstration and the development of active learning methods due to the fact that before the training was task not only to provide students with knowledge and developing professional skills, but also the development of creative and communicative abilities, forming personal approach to the problem occurs. The methodological basis for the technology of economic education should be the concept of *action learning*, when students first undertake a case study, and only after that the theoretical basis for its implementation, and not vice versa, as is customary in traditional pedagogy. The basis of active methods of learning students of economics is:

- *experiential exercises*, during the execution of which students model their actions on the various aspects of business management;

- *case method*, both individually and in small study groups (6-8 people), during considering which students not only learn how to address the problems and make decisions for them, but also produce a number of important skills in interpersonal communication, teamwork and leadership;

- *team work*, during which the students do the practice exercises, case studies, prepare group projects and participate in business games, such work helps students master the role behavior, learning effective communication and exchange of experience, develop leadership skills.

- *business game* are complex and are held for students on the basis of foreign methods, contributing to a deeper understanding and effectively securing their studied subjects by them;

- *distance learning* as an addition to the basic training courses used to part-time learning, making the learning process more fulfilling and continuous.

The means of education along with the living word of the teacher is an important component of the educational process and an element of the training material base of any educational institution. Taking into account of the transition to a global society and the establishment of informative knowledge about the

relevance of education and social and economic needs of the present and the future can only be achieved if its modernization will be based not only and not so much on the organizational innovations than on changes in substance - in the content and technology training and preparation of scientific research. The use of information and communication technologies makes it possible to significantly speed up the search process and to provide information to transform the nature of mental activity, automate human labor. It is proved that the level of development and implementation of information and communication technologies in the teaching process determines large success in knowledge adoption. The basis of information and communication technologies are information and telecommunication systems based on computer tools and is an information resource and the hardware and software that provide storage, processing and transmission of information over a distance [2].

In many courses are widely used audio, video and computer communications. As a component of the educational process, teaching resources have a great influence on all the other components - the objectives, content, forms, methods.

The development of modern higher education in scientific institution is determined by the overall development of educational technology. The emergence of interactive whiteboards, overhead projectors (of graph), computer hardware, latest tools playback of digital media, the development of the Internet in educational institutions has greatly changed and the requirements for the development of educational tools. Advanced interactive learning technologies, electronic whiteboards, multimedia, virtual and network technologies, the Internet information resources, training, support and software tool. Combining learning tools provides an implementation of such teaching functions as: educational function, developing function that will enhance students' communication skills and management ability, the cumulative of knowledge and research orientation of young professionals.

One of the effective ways to solve these problems is the informatization of education. Perfection of means of communication has led to significant advances in information exchange. The emergence of new information technologies associated with the development of computer tools and telecommunications networks, enabled the creation of qualitatively new information and education environment as a basis for the development and improvement of the education system [1]. Education Technology Innovation is the introduction of new forms, techniques and skills in the field of training, education and research. The main goal of innovative technology of education is to prepare people for life in an ever-changing world. The essence of this training is the orientation of the educational process on the potential of a person and their implementation. Education should develop mechanisms for innovative activity, finding creative ways to solve vital problems contribute to transforming creativity into shape and form of human existence.

The synthesis of tradition and innovation in education is the foundation of professional development of the pedagogue. Due to the large number of techniques and methods that are part of education technology, each teacher can choose the ones that are close to him personally. For each pedagogue, the system can be personalized and in this case, the pedagogical process is personality oriented.

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