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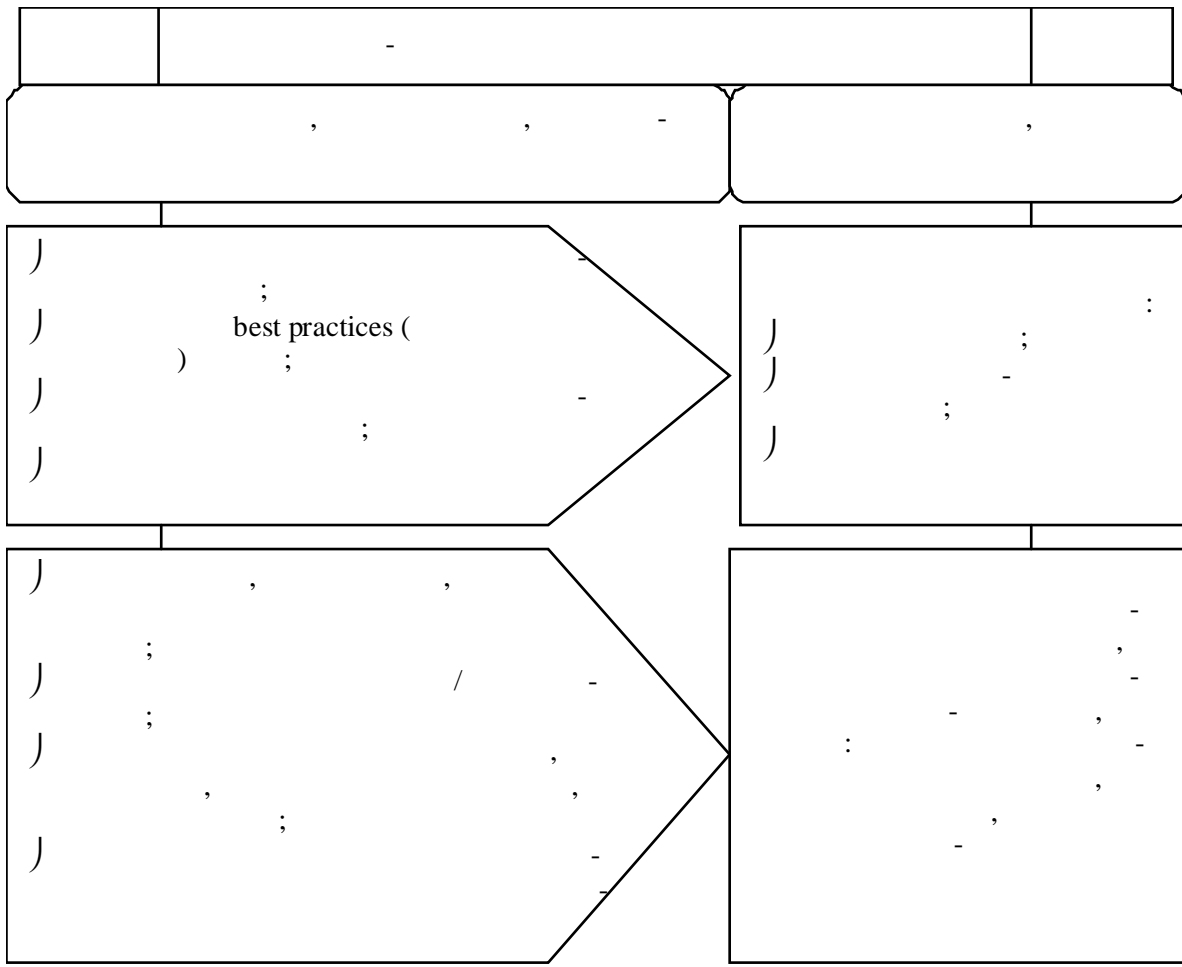
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BUSINESS SIMULATION AS AN EDUCATIONAL TECHNOLOGY ADEQUATE TO ECONOMIC REALITY

The authors proposed to consider business simulation as a modern educational technology adequate to economic reality, as an interactive model of the economic system, which, by its internal conditions, is as close as possible to the corresponding institutional unit: a division or an entire enterprise, industry, country. Based on the expert analysis, it was revealed that employers and students in universities have different assessments of the skills required for employment. This gap in the assessment of competencies can be partially leveled through the implementation of business simulation. The authors gave an analysis of the business simulation from the point of view of a competency-based approach. They identified groups of tasks that can be solved with the help of this educational technology, and formed the corresponding general cultural, general professional and professional competencies of students in economic areas of training. The authors identified the advantages of using business simulation in teaching, which lay the foundation for the formation of competencies: the possibility of using it in a distance form, activation of creative abilities, the development of creative thinking, independence and self-discipline of students, great interest of students in the learning process due to gamification, applied nature and a high degree proximity to economic reality, the ability to simultaneously solve many problems. The disadvantages of using business simulation were also considered: a lack of contact work between a teacher and a student, an increase in the time spent in front of the screen, the need for special training of teachers, excessive involvement in the game part of a business simulation, financial costs for technical development and the creation of the necessary infrastructure. Foreign business simulations are characterized, the use of which makes it possible to hone the skills of doing business and making optimal economic decisions. The problems and prospects of development in Russia of training based on business simulation were identified. It was emphasized that further research requires studying the experience of using business simulation games in universities and business schools.

Keywords: simulation, modeling, business simulation, educational technology, information technology, educational process, economic education.



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