

## ABSTRACTS

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## KNOWLEDGE MANAGEMENT: THE ASPECT OF EDUCATION AND TRAINING

Currently, the development of economic entities largely depends on the degree of development of the workers' knowledge and system of their use in daily activities. On the basis of organizational knowledge, which is based on the processes of personal reflection of the employees, it creates a certain organizational culture can increase an individual mind of employees and to achieve a synergistic effect. However, the existing concept of professional education of future specialists, taking place in most developed countries, are outdated, because they target the departing industrial stage of society development. While a significant increase in the role of the human factor in post-industrial society requires persistent improvement of the system of personnel training for improving the intellectual component of creativity in any sphere of human activity. The transition to an information stage of development and the need to create a fundamentally new product – high-tech ideas and technologies that have fundamentally changed the requirements for quality professionals: first place went to the human factor, that is, communication as the ability to work in a team, creativity and learning ability, the ability to creative thinking and generation of new ideas, the ability to quickly learn and practically apply new knowledge. So in society there is an urgent need to develop new approaches to the development of methodology, methods and techniques of training of future specialists on all educational levels.

Thus, according to the authors, the content of specialist education currently and in the near future lies in learning the knowledge, abilities and skills, able to enrich it with the necessary qualities relevant to the challenges of modernity. The main goal of education is the formation of intellectual and spiritual culture of the person learning the art to use the knowledge and develop the thinking style that allows them to analyze problems in any area of life and find them the most optimal solution. The content of education should be the development of methods of organizing the thinking and development of creative qualities of the person. This requires, first of all, changing the methods of knowledge transfer: is now common reproductive transmission of information, the learning process should be organized as a group research activity for the extraction of new for the future experts of knowledge. Such organization of the process is orienting the person not only getting the correct answer, but on understanding how this response is received. As a result, the materials of any academic discipline acquire generalized ways of thinking which an individual can use to find solutions to the problems of a different nature. In addition, the work group will provide the psychologising of this process that will form a communication, and the need to conduct research and solve problems will contribute to formation of creative qualities and abilities to study.

That is a problem solving teaching method and technology of ASPS (based algorithm for solving of problem situations) that can be used consistently at all levels of education will contribute to the development of independent, critical and creative thinking of the individual, will prepare competent specialists in the subject area of activities and in the sphere of public relations. In addition, the use of technology ASPS will also contribute to the development of a culture of thinking by educators themselves directly in the learning process.