

**Holubka M.M.,**  
Lecturer of the Highest Category,  
Lviv Cooperative College of Economics and Law

## **MODERNIZATION OF THE ECONOMIC AND COOPERATIVE EDUCATION IN WESTERN UKRAINE: PROBLEMS AND PROSPECTS**

Modernization of cooperative education in Ukraine in general and in its western region in particular, first of all, depends on popularity mostly among students of economic and financial directions. Problems of financial and economic cooperative education development in Western Ukraine now are:

1) increased competition in the struggle for applicants with foreign educational institutions;

2) absence or lack of state financial support and private investments; outdated material and technical base.

The current state of the financial, economic and cooperative education is characterized by numerous attempts to unite the efforts of academies, universities, colleges of the cooperative ownership that allow to solve quickly and efficiently problems of training professionals who will be able to reform the functioning of consumer cooperatives and to ensure its effective activity in the market environment. The main achievements of cooperative education cooperation are the quality improving of education and improve of the training of future professionals through the introduction of the mechanism of multi-layered higher education and the application of innovative technologies for teaching students, as well as reforming the delivery of educational services in accordance with the European standards.

Currently, cooperative organizations require scientifically based recommendations to improve their efficiency. Thus, the staffs of the cooperative educational institutions at the moment have to complete an important task –

intensification of research on cooperative issues, study the best international practices of cooperatives in the field of education.

In order to expand the range of educational services, which is a necessary modern approach to substantial advantages achievement in competitive challenge, cooperative institutions offer services for retraining of the managerial staff, experts and skilled workers. In addition, cooperative education in Western Ukraine cooperates internationally with universities in more than 20 countries.

The most important task of cooperative educational institutions in Western Ukraine in their present condition is improving of the cooperative education by using the international experience to ensure a high level of efficiency of the process. Generalization of experience of operating in Ukraine and foreign countries co-operative education establishments, development of new programs of training and retraining of the staff, new modern educational technologies introduction are the main ways to improve the financial, economic and cooperative education in Western Ukraine in today's conditions.

Prospects of cooperative education in Western Ukraine in today's conditions can be guaranteed by only reasonable pricing and flexible loyalty program that will allow prospective students to get discounts on training, as total poverty caused by recent political and economic events in Ukraine now is one of the main reasons for the declining of students' number in cooperative education. In particular, we can recommend the cooperative institutions in Western Ukraine to offer

a discount system to pay for education, with the possibility of obtaining it by applicants of the first year, regardless of the chosen form of education and training area.

In a case of future use of the provided recommendations in the study, we can guarantee the future prospects of financial, economic and cooperative education.