

EFFECTIVENESS OF USING INNOVATIVE EDUCATIONAL METHODS IN HIGHER EDUCATION

Oltin Yuldashevna Ashurova, Senior Lecturer

Department of Investments and Innovations,
Samarkand Institute of Economics and Service

Abstract: This article examines the nature and importance of innovative educational methods in higher education, their impact on improving the effectiveness of the learning process, and the development of students' professional competencies. Modern approaches to organizing learning, such as interactive methods, case studies, project-based learning, and the use of digital educational technologies, are analyzed. The role of innovative methods in developing students' critical thinking, independence, and practical skills is explored. Particular attention is paid to the importance of innovative educational technologies in the context of the digitalization of society and the modernization of the higher education system. A conclusion is drawn regarding the need for active implementation of modern pedagogical technologies to improve the quality of specialist training and enhance the competitiveness of graduates in the labor market.

Keywords: innovative educational methods, higher education, educational technologies, interactive learning, case study method, project-based learning, digital technologies, educational process, competency-based approach, distance learning, quality of education.

Introduction.

Modern society is characterized by rapid scientific and technological progress, digitalization, and globalization. Under these conditions, the higher education system must adapt to the new demands of the labor market and prepare specialists with not only theoretical knowledge but also practical skills, analytical thinking, decision-making, and continuous professional development. One of the most important areas of educational modernization is the introduction of innovative teaching methods. Traditional forms of instruction, based primarily on lectures and passive student learning, are gradually giving way to modern pedagogical technologies.

Innovative teaching methods encourage students' active participation in the educational process, developing their creative potential, independence, and responsibility for learning outcomes. The relevance of this study stems from the need to improve the quality of specialist training in a rapidly changing economic and technological environment. The use of innovative teaching methods helps students develop the professional competencies necessary for successful performance in today's environment. The purpose of this article is to analyze the effectiveness of innovative educational methods in higher education and determine their role in improving the quality of the educational process.

The essence of innovative educational methods. Innovative educational methods are modern pedagogical technologies aimed at improving learning effectiveness and activating students' cognitive activity. They focus on developing independent thinking, creativity, and practical skills.

Key innovative teaching methods include interactive learning, case studies, project-based learning, problem-based learning, and the use of digital educational technologies. Interactive learning involves active interaction between the instructor and students, which facilitates deeper understanding of the material. This type of learning utilizes discussions, business games, group projects, and other forms of collaborative work. The case study method is one of the most effective ways to develop students' analytical skills. It is based on the analysis of specific situations that closely resemble real-life professional situations. Students examine a given problem, analyze possible solutions, and make the most informed decision.

Project-based learning is aimed at developing students' practical skills and independent work. This method involves students completing projects that can be related to real-world problems in economics, business, or social affairs. This approach helps students develop planning, information analysis, and decision-making skills.

The Role of Innovative Methods in Improving the Quality of Education. The use of innovative educational methods has a significant impact on improving the quality of higher education. Above all, they help increase students' motivation to learn. Active participation in the learning process makes learning more engaging and promotes better knowledge acquisition. Furthermore, innovative teaching methods help develop students' critical thinking, ability to analyze information, and ability to make informed decisions. These skills are essential for the future professional development of specialists in various economic sectors. Digital technologies play a key role in the modern educational process.

The use of electronic educational platforms, multimedia materials, and distance learning significantly expands the educational process. Digital technologies enable flexible learning, provide access to educational resources, and enhance the effectiveness of interactions between faculty and students.

Conclusion. Innovative educational methods play a vital role in the development of the modern higher education system. Their use contributes to the increased effectiveness of the educational process, the development of students' professional competencies, and the development of their analytical and creative abilities.

The introduction of modern teaching technologies improves the quality of specialist training and ensures that the education system meets the demands of the modern economy and labor market. Therefore, the further development of higher education must be linked to the active implementation of innovative educational methods and teaching technologies. Only by modernizing the educational process can we ensure the training of highly qualified specialists capable of working effectively in a dynamically developing society and economy.

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