

# The Theoretical Aspects Of Forming Management Education Based On Individualized Approach In The Higher Education System.

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**Abstract:** This article discusses the importance of individualized approach in the educational process, its principles in management education, and pedagogical content analysis. It also focuses on the methodological and practical aspects of implementing the individualized approach in shaping knowledge and skills in management.

**Keywords:** Individualized approach, development trajectory, adaptation of the learning process, management education, student-centered learning.

## INTRODUCTION.

One of the pressing tasks in the education system is to carry out reforms, create innovations, and form competitive specialists. This is particularly important in the field of management education, where it is necessary to teach modern management principles, as well as develop students' analytical thinking, decision-making skills, and creativity. From this perspective, the issue of shaping management education based on an individualized approach is regarded as one of the priority areas in pedagogical science.

An individualized approach involves organizing the educational process taking into account students' individual needs, personal characteristics, and abilities. This approach is aimed at providing high-quality management education in higher educational institutions, supporting students' personal and professional development, and developing their practical skills.

This article analyzes the importance of individualized approach in the educational process, its principles in management education, and pedagogical content. It also addresses the methodological and practical aspects of implementing individualized approaches in shaping knowledge and skills in management.

These studies aim to create a learning environment that meets students' individual needs, improve the quality of professional preparation in the field of management through innovative approaches, and contribute to preparing specialists who can meet the demands of society.

In today's era of globalization and the development of information technologies, improving the educational process and increasing its efficiency is one of the top priorities. The significance of the individualized approach in forming management knowledge and skills in higher education is increasing. This article analyzes the pedagogical content, basic principles, and methodological approaches of shaping management education based on an individualized approach.

An individualized approach involves organizing the learning process based on the students' unique abilities, interests, and learning needs. In management education, this approach is focused on developing students' analytical thinking, leadership skills, and creative approaches. The pedagogical content of this process is shaped by the following key factors:

1. Individual Development Trajectory (IDT) - a direction in the educational process that organizes learning according to each student's personal needs,

abilities, interests, and goals. This approach is a fundamental part of student-centered education, ensuring that students have their own unique pathway in acquiring knowledge. Particularly in management education, IDT plays a crucial role in combining theoretical knowledge and practical skills, developing individual abilities, and shaping the competencies necessary for future professional activities.

When shaping IDT effectively, the following aspects should be taken into account:

- o Diagnostic methods are used to identify students' abilities, knowledge levels, and learning needs. These methods include tests, interviews, psychological evaluations, and portfolio analysis of previous achievements. This stage serves as the basis for determining individual learning pathways.

- o Flexible teaching methods and technologies are used to give each student individual attention. For example, digital learning platforms provide opportunities for independent learning or group project-based activities.

- o Assigning mentors or advisors to support the development trajectory is crucial. Mentors assist students in setting clearer goals and help them achieve them.

The IDT not only makes the learning process more efficient and engaging for students but also teaches them to think independently, define their goals, and develop strategies to achieve them. This is important not only in management education but also in preparing highly qualified specialists in other fields. Providing each student with a personalized learning plan and development trajectory enhances the efficiency of the educational process. For this purpose, diagnostic methods should be used to assess students' abilities.

The content of management education should be shaped according to students' individual needs and goals. This involves using flexible curricula, project-based learning, and other innovative methods.

Ensuring the effectiveness of individualized approach depends largely on the pedagogical collaboration between the teacher and the student. The teacher, as an advisor and guide, helps each student fully realize their potential. Digital educational resources broaden the opportunities to implement individualized approach. Online courses, interactive platforms, and digital assessment systems help tailor the learning process according to the students' needs.

In management education, the assessment of students' achievements should consider not only theoretical knowledge but also practical skills. In this process, reflection, portfolio assessment, and analysis of project results are used as techniques.

The adaptation of the learning process is based on the following principles:

- 1.The first stage of adapting the learning process involves thoroughly studying the students. Diagnostic tests, interviews, and observations are used to identify students' knowledge levels, individual abilities, and learning needs. Based on this information, educational strategies are developed that best suit each student.

- 2.Developing curricula adapted to students' needs and abilities is one of the essential elements of enhancing the learning process. In this case, learning materials are differentiated based on complexity, and additional resources, individual assignments, and independent projects are used to support students' interests.

- 3.Each student has a unique learning style. While some prefer visual learning methods, others may

excel with audio or kinesthetic approaches. Therefore, the learning process should use diverse methods, such as visual materials, audio resources, practical exercises, and group projects to diversify education.

4. Digital platforms and technologies offer significant opportunities in adapting the learning process. For instance, online courses, virtual laboratories, interactive platforms, and testing programs allow students to learn at their own pace and on their individual schedules. This helps engage students more actively in the learning process.

5. A key aspect of adapting the learning process is the use of flexible assessment systems. Students are evaluated not only for final results but also for the research they conduct during the process and their smaller achievements. Reflection, portfolio assessment, project work, and analysis of practical results are some of the methods that better showcase students' abilities.

Adapting the learning process not only improves the effectiveness of education but also helps reveal each student's unique abilities. This approach, based on student-centered learning principles, enables students to become actively involved in their learning process, develop their independent and creative thinking skills, and increase their professional preparedness. Thus, adapting the learning process plays a decisive role in ensuring the effectiveness of modern management education.

**Conclusion.** Shaping management education based on an individualized approach in the higher education system is one of the most significant directions of modern pedagogical approaches. This approach ensures that the learning process is tailored to students' needs and abilities, supporting their personal and professional development. By shaping individual development trajectories and adapting the learning process, students are able to acquire

deeper knowledge, enhance their practical skills, and become competitive specialists.

Based on student-centered learning principles, management education can achieve the following outcomes:

1. Developing students' individual abilities and providing them with opportunities to acquire knowledge tailored to their personal goals.

2. Enhancing the effectiveness of the learning process by applying innovative and flexible teaching technologies.

3. Developing qualities such as independent thinking, decision-making, creativity, and leadership.

4. Shaping the necessary knowledge and skills for professional activities and preparing highly skilled managers.

Shaping management education based on individualized approach makes the educational process more engaging, targeted, and effective for students. Implementing this approach not only enhances students' success in the learning process but also expands the possibilities of preparing specialists who meet the needs of society. Therefore, higher education institutions should pay special attention to implementing individualized approaches when modernizing the educational process.

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