ИНСТИТУТЫ РАЗВИТИЯ ЧЕЛОВЕЧЕСКОГО КАПИТАЛА В УСЛОВИЯХ ГЕОЭКОНОМИЧЕСКОЙ ФРАГМЕНТАЦИИ / INSTITUTIONS FOR HUMAN CAPITAL DEVELOPMENT IN THE CONTEXT OF GEOECONOMIC FRAGMENTATION

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ASSESSMENT OF SITES RELATED TO PROGRAM OBJECTIVES FOR BUSINESS EDUCATION

Abstract:
Are you trying to assess how well your website is helping you to meet your goals for business education? In the modern digital environment, evaluating the effectiveness and impact of your online presence is essential. We shall discuss the significance of website evaluation in connection to business education program objectives in this post. Gaining insight into how well your website fits with the goals of your program can help you improve user engagement, conversion rates, and overall success. You can find areas for development, improve the user experience, and optimize content by carrying out a complete assessment. To draw in and keep customers, stakeholders, and students, whether you work for a business company, higher education institution, or training provider, you must assess the effectiveness of your website. Making data-driven judgments is possible with the appropriate metrics and analysis. Examining the methods and difficulties involved in determining the efficacy of business education initiatives is the goal of this review. Sources discussing course planning, best practices for assessments, and the function of accrediting bodies like the Association to Advance Collegiate Schools of Business (AACSB) are among the topics covered in the search results pertaining to assessment in business education. In addition to conducting case study studies of assessment techniques used by comparable departments of other chosen institutions, the study compares assessment best practices to the home- institution department assessment plan. The evaluation also emphasizes how crucial it is for department members to work together, how to use a variety of metrics, and how to set student learning outcomes as essential elements of efficient assessment procedures. The AACSB is also mentioned as an important accreditation body for business programs at the higher education level since it mandates that outcomes from key learning objectives be documented for every program. Come discuss with us how to evaluate websites in relation to business education program objectives and how to make the most out of your online presence.

Keywords:
Business, education, websites, objectives.

Introduction

Programs for business education are putting more and more emphasis on evaluating student learning outcomes to guide and support choices for better learning. The purpose of this study of the literature is to investigate the methods and difficulties that exist today for determining the efficacy of business education initiatives. Sources discussing course planning, best practices for assessments, and the function of accrediting bodies like the Association to Advance Collegiate Schools of Business (AACSB) are among the topics covered in the search results pertaining to assessment in business education (Lynne Harris, 2023).

"How could a department in a small liberal arts college best measure and evaluate the student-learning outcomes to inform the business department with an entrepreneurial focus?" is the research question that is presented in the literature study. The research conducts case study assessments of assessment procedures used by comparable departments of other chosen institutions and contrasts assessment best practices with the home-institution department assessment plan (Lynne Harris, 2023). The review also emphasizes the significance of departmental cooperation, the use of a variety of metrics, and the establishment of student learning outcomes as essential elements of efficient assessment procedures. The AACSB is also mentioned as an important accreditation body for business programs at the higher education level since it mandates that results from key learning goals be documented for each program (Lynne Harris, 2023).

There is a discussion of the planned research's shortcomings, such as its emphasis on local decision-making and its use of certain sampling techniques. The practical implications of the findings for a tiny business department at a small, private, undergraduate liberal arts college are highlighted in the review's conclusion (Lynne Harris, 2023).

Literature review

To make sure the quality and efficacy of business education programs, it is imperative that student learning outcomes be assessed. To guide and support decisions for better learning in a business curriculum with an entrepreneurial focus, research at Lynchburg College concentrated on evaluating student learning outcomes in an entrepreneurship program (Calvert, 2015).

An essential component of guaranteeing the efficacy and applicability of educational programs is the evaluation of locations in relation to program objectives for business education. Numerous research has offered insightful information about different tactics and techniques for assessment that can be applied in this situation.

The significance of transgender-related education in medical residency programs was highlighted by (Shane D. Morrison, et al., 2017). Although the study's primary focus was on medical education, business education can also benefit from its conclusions. The writers emphasized the necessity of inclusive, all-encompassing educational initiatives that consider the needs and viewpoints of many students. This emphasizes how important it is to evaluate program goals to guarantee relevance and inclusion. (Premnath, 2016) have recognized near-peer education as an innovative educational program. The study highlighted how peer-based learning strategies work well in classroom environments. According to the results, program objectives in business education can be evaluated with the help of peer assessment and feedback methods. Through the integration of near-peer education techniques, instructors can acquire significant knowledge regarding how program goals correspond with student learning outcomes.

Moreover, the integrated anatomy practical paper was suggested by (Claire F. Smith, 2014) as a reliable evaluation technique for anatomy instruction. Although the study's primary focus was on anatomy education, business education can benefit from the integrated assessment methodologies approach. The results underscore the significance of employing diverse evaluation methodologies to conduct a thorough review of program objectives.

The Guidelines for Assessment and Instruction in Statistics Education (GAISE) were extended into the field of nursing education by (Hayat, 2014). The expansion of assessment guidelines highlights the flexibility and applicability of assessment frameworks in many educational contexts. The assessment of program objectives can be improved by educators in business education by incorporating existing assessment guidelines from adjacent professions, including nursing education. Even if the current body of research offers insightful information regarding the evaluation of program objectives in business education, there are still unanswered questions that demand more investigation. Future study could focus on creating customized evaluation frameworks made especially for business education courses. Furthermore, longitudinal research tracking the effects of various assessment techniques on program goals and student outcomes would offer important new perspectives on the efficacy of assessment procedures in business education.

The literature study concludes by highlighting the importance of evaluating websites that are connected to program objectives in business education. Incorporating a range of evaluation techniques and drawing upon knowledge from related disciplines can help educators improve the applicability and efficacy of their business education. Research projects in the future should concentrate on filling up knowledge gaps and improving assessment procedures to fulfill changing demands in business education.

Methodology

Tools and techniques for website assessment.

A variety of tools and techniques can be used to evaluate how well your website aligns with the goals of your program. Here are a few popular techniques:

Website analytics

Track and examine important performance indicators by using web analytics tools like Google Analytics. These resources offer insightful information about user behavior, traffic sources, conversion rates, and other pertinent statistics. Through the utilization of these analytics, you may acquire a thorough comprehension of the performance of your website and make informed judgments to maximize its influence.

User survey and feedback

Gaining important insights into user happiness, preferences, and pain areas can be achieved by gathering user input using surveys and feedback forms. You can collect qualitative information to supplement the quantitative data that website analytics provides by asking specific questions about visitors' experiences with your website. Based on user needs and expectations, this feedback can be utilized to prioritize website updates and identify areas for improvement.

Usability testing

To assess the usability and efficacy of your website, hold usability testing sessions with representative users. You can see usability problems, unclear aspects, and pain areas by watching people as they work through tasks on your website. You may improve the usability and intuitiveness of your website's user interface with the aid of this first-hand feedback.

According to (Alexander Yashin, 2018), they examined all of the undergraduate and graduate entrepreneurial programs offered by Russian institutions. It should be mentioned that there is no formalized educational field named "entrepreneurship" in the Russian educational system.

The growth of entrepreneurial education programs in Russian universities was determined to be poor for the reasons listed below. Russia has been sluggish to modernize its universities to maintain the long-effective Soviet-style

educational methods. The Soviet economy relied heavily on large facilities and factories, which created a need for human resource training (Sergei N. Polbitsyn, 2021).

Even though the economic structure has changed, and the conditions are different now, big businesses still have a say over universities through subtly influencing state policy regarding the distribution of education funds for future workers. Big businesses participate in university trustee councils and supervisory boards to exert influence on universities (Sergei N. Polbitsyn, 2021).

Conversely, because of their lack of structure and diversity, small and medium-sized businesses (SMEs) have not yet embraced Russian universities as partners. It is still impossible for entrepreneurs to organize what they want from colleges in terms of entrepreneurial skills and creating a culture that views entrepreneurial education as a necessary precondition for economic growth (Sergei N. Polbitsyn, 2021).

Second, non-production sectors like sales and services are the main emphasis of SMEs' entrepreneurship in Russia. As a result, there is little need for higher education in these locations. Businesses that rely on technology and are in line with the robust demand for workers with advanced degrees must expand significantly in Russia.

By enabling inventive spin-offs from Russian universities to market their intellectual property, the nation fostered technical entrepreneurship. Nonetheless, the entrepreneurial climate and advancement in Russia have not been greatly impacted by academic entrepreneurship. Certain social initiatives that use highly educated personnel have been impeded by bureaucratic obstacles and country cultural idiosyncrasies (e.g. in education, medicine, and culture) (Sergei N. Polbitsyn, 2021).

Third, soft skill development in the entire competency structure created by programs for entrepreneurial education is sluggish. This cannot be explained by the conservatism of entrepreneurship professors alone, as it runs counter to global programs for entrepreneurial education, where soft skills are typically crucial. Additionally, the current government educational standards system in Russia severely limits the creation of entrepreneurial curricula. A federal regulation that specifies the content and methodology of all educational programs at all levels is known as an educational standard in Russia. The flexibility, diversity, and scope of educational programs are diminished by standardization, which makes it harder for them to meet the business community's pertinent expectations for educational services (Sergei N. Polbitsyn, 2021).

Research results.

Importance of assessing websites related to program objectives.

To make sure that your online presence and your educational objectives are in line, you should evaluate websites that are associated with business education program objectives. It enables you to gauge how well your website draws in, holds the attention of, and converts your target market. Through website evaluation, you can learn important things about the following:

User engagement

A website with good design should attract users and entice them to explore further. You can determine how well your website is drawing and holding users' interest by looking at user engagement metrics like bounce rate, time on page, and click- through rates. By analyzing these data, you may spot potential drop-off or disinterest points in your users' experience and implement the necessary fixes to increase user engagement.

Conversations

One important indicator of how well your website is accomplishing its program goals is conversion rate. Evaluating your website's conversion rates can give you important information about how well your calls to action, landing pages, and user experience as a whole are working, regardless of whether your objective is to create leads, boost enrollments, or improve sales. You can improve your chances of accomplishing your business education objectives by locating conversion bottlenecks on your website and making the necessary optimizations.

Curriculum alignment

It is imperative that educational institutions and training providers evaluate how well their website aligns with the goals of their programs. Your website should clearly convey the course descriptions, learning objectives, and curricular options you offer. You can make sure that potential students and clients know exactly what your programs entail by assessing the accessibility and clarity of this information. You may update and improve the information on your website to better align it with your learning objectives by using this assessment to find any content gaps.

Resources and materials

Offering useful tools and resources is essential for business education websites to draw in and keep users, clients, and stakeholders. To make sure these resources satisfy the demands of your target audience, evaluate their relevancy and quality. You can find opportunities for development and improve the user experience overall by examining user feedback, engagement metrics, and resource accessibility.

Student engagement

One of the main goals of training providers and educational institutions is getting students involved. You can evaluate how well your website's interactive elements and learning platforms—like discussion boards, tests, and online learning environments—encourage cooperation, involvement, and memory retention among students. This evaluation can assist you in determining how to improve the student engagement features on your website and offer a more engaging learning environment.

Accessibility and usability

It's critical to evaluate your website's usability and accessibility to make sure that everyone who visits will have a welcoming and easy-to-use experience. By assessing the readability, responsiveness, and navigation layout of your website on various devices, you can find possible obstacles that might prevent users from accessing it. By implementing the required changes in light of this assessment, you can improve user experience overall and guarantee that your website is accessible to people with disabilities.

Let's examine a few instances of websites that successfully support program objectives for business education in order to demonstrate the ideas covered above:

University of Business Studies

The website of the University of Business Studies shows a good correlation with the goals of the curriculum. The institution's mission statement, basic beliefs, and educational opportunities are put front and center on the site. It is simple for visitors to browse through the many programs, view course details, and discover more about the staff. The website also offers helpful materials that improve students' overall educational experience, like research articles, case studies, and industry insights.

Business Training Solutions

The website of Business Training Solutions is excellent at offering professionals who want to improve their business knowledge and abilities a wealth of resources and information. The website's user-friendly interface makes it simple for users to browse through various training options, get course materials, and participate in interactive online learning modules. The website's focus on real-world examples and practical applications makes its business education programs more relevant and successful.

Conclusion

Evaluating websites in relation to business education program objectives is essential to maximize user engagement, conversions, and overall success. You may make data-driven decisions to increase the effect of your website and discover areas for improvement by assessing how well it aligns with your educational goals.

To collect opinions and insights from your target audience, think about using usability testing, user surveys, and website analytics. This will assist you in prioritizing improvements according to user needs and expectations and identifying areas for improvement.

Make sure that your website clearly conveys the curricular options you offer, offers pertinent materials and resources, encourages student participation, and places a high priority on usability and accessibility. You may build a website that draws in, holds the attention of, and converts your target audience by matching these components with your program's objectives.

Recall that improving and assessing continuously is essential to keeping a competitive advantage in the field of business education. Keep an eye on the functionality of your website, solicit user input, and make necessary adjustments to keep up with new developments in technology and trends.

Improve the functionality of your website, make the most of its influence, and produce measurable outcomes in the field of business education. To realize your website's full potential for success, begin evaluating it right now.

The most productive participants in economic development may be the young. As kids grow in a creative and demanding atmosphere, they become proactive and capable.

Media and education are crucial in fostering an entrepreneurial culture because they give young people the information, skills, and chances they need to play important roles in the economy of their nation.

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