INNOVATIVE APPROACHES TO EDUCATION MANAGEMENT IN MEDIA AND BUSINESS SCHOOLS

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Abstract: This article explores modern strategies in education management within media and business schools, focusing on how institutions adapt to digital transformation and industry demands. The paper analyzes theoretical principles and practical models for integrating entrepreneurship, creativity, and technological literacy into educational programs. It emphasizes the importance of a competency-based learning approach to prepare students for leadership roles in the global media and business ecosystem.

Keywords: education management, media education, business leadership, digital learning, competency-based curriculum

Introduction

The rapid evolution of digital technologies and media platforms has transformed the skills required in both media and business industries. Educational institutions are now expected to produce graduates who possess not only theoretical knowledge but also practical digital competence, entrepreneurial thinking, and strategic leadership abilities [1]. As a result, education management has become a critical factor in shaping future-oriented academic systems.

Theoretical Foundations of Education Management in Media and Business

Education management refers to the planning, administration, and strategic development of academic systems to ensure quality and relevance in teaching. According to contemporary scholars, modern programs must integrate innovation, digital literacy, and cross-disciplinary learning to stay aligned with global market needs [2]. Core principles include:
✓ Curriculum modernization through market-driven content
✓ Integration of practical industry projects and internships
✓ Development of creativity, communication, and leadership skills
✓ Use of AI, LMS platforms, and hybrid learning technologies
This approach ensures that academic programs function not only as knowledge providers but as incubators of future media and business innovators.

Practical Significance in Educational Institutions

Leading universities and media-business schools have begun adopting strategic education models that combine academic knowledge with industry collaboration [3]. Key practices include:
✓ Industry partnership-based curriculum design and guest lectures
✓ Startup incubators and innovation labs within universities
✓ Competency-based learning and outcome-oriented assessment
✓ Real-time digital simulations and project-based learning environments
Such models prepare graduates for actual job markets rather than purely theoretical understanding.

Conclusion

Education management in modern media and business schools must evolve beyond traditional lecture-based models. Strategic integration of technology, entrepreneurship, and creative problem-solving is essential for developing globally competitive professionals. In the near future, AI integration, international collaboration, and personalized learning ecosystems will define the next era of education management.

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