

1. The initiative, both on the part of the population, and on the part of the state authorities. When implementing any activities related to the development of the branding strategy of the Republic of Belarus, the opinion of citizens should be taken into account. The Administration of the President of the Republic of Belarus, the Ministry of Foreign Affairs, the Ministry of Sport and Tourism, and the sectoral ministries should first of all work on the development of strategies on the part of the state.

3. Creation of large industry and regional associations and associations that would assume the function of positioning and promoting products produced in the country to the international market.

4. Development of the tourist and roadside industry, which allows increasing the flow of money to the country.

5. Creation of large industrial centers for saving material and non-material resources, as well as saving money for the development of logistics.

Thus, the world experience of regional marketing and branding of territories has already passed the first stage of its development, there were first mistakes and results. It's time for Belarusian cities and the country in general, using this experience, to develop their branding, branding, marketing strategies and attract talents, investments, tourists, increasing exports, increasing the efficiency of the Belarusian economy and the living standards of its population.

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### DEVELOPMENT OF LIFELONG LEARNING IN VITEBSK STATE TECHNOLOGICAL UNIVERSITY

### РАЗВИТИЕ НЕПРЕРЫВНОГО ОБРАЗОВАНИЯ В УЧРЕЖДЕНИИ ОБРАЗОВАНИЯ «ВИТЕБСКИЙ ГОСУДАРСТВЕННЫЙ ТЕХНОЛОГИЧЕСКИЙ УНИВЕРСИТЕТ»

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*Key words: Lifelong learning, advanced training, e-learning, textile speciality.*

*Ключевые слова:* непрерывное образование, повышение квалификации, дистанционное образование, текстильная специальность.

*Abstract.* The article deals with the history of lifelong learning and its development in VSTU for textile specialists. It reviews different groups of people engaged in textile sector according to their demands. The author scrutinizes the introduction of e-learning for advanced training of textile specialties.

*Аннотация.* В статье рассматривается история непрерывного образования и его развитие в УО ВГТУ. Делается попытка произвести обзор различных категорий граждан задействованных в текстильной промышленности. Автор описывает начало внедрения дистанционного образования для повышения квалификации текстильных специальностей.

«Lifelong learning (LLL) is the self-directed, continuous quest to seek formal or informal education for personal enjoyment or to develop career skills.»<sup>1</sup>

It is considered that the term was evolved from "life-long learners", created by Leslie Watkins and was first used by Professor Clint Taylor (CSULA) in 1993, which means that the term is rather young.<sup>2</sup>

If we trace back its history we'll find out a lot of interesting facts about lifelong learning. In Africa for instance lifelong learning was ageless. It included the concept of knowledge and learning that "emphasized relevance; responsiveness; respect for the dignity and integrity of all irrespective of age, gender, creed and color; equality; equity; socio-economic and political justice." For example, Botswana had learning institutions which required everybody to learn all the time, from birth to death. The objective was the pursuit of wisdom at all times in all pre-occupations—i.e., labor, craftsmanship, relationships, interaction, labour, socialization and integrative communal co-existence. Many Africans believe that the acquisition of wisdom is paramount so even when someone dies, he/she will continue the search for wisdom. Learning was an integral part of the indigenous educational system in Africa, which means that the term "lifelong" itself is much older. For example, among the Yorubas<sup>3</sup>, the dead it has always been advised not to eat worms or millipedes in heaven. It is expected that learning continues even after death.<sup>4</sup>

So, learning has always been comprehensive, integrated and aimed at problemsolving, encouraging self-employment and the development of community spirit and healthy living. It cultivated self-reliance through the acquisition of various competencies—cognitive, affective and psychomotor. In other words, it envisioned the total development of everyone. Since ancient times it was lifelong and aimed at inculcating the basic values of integrity, tolerance and respect.

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<sup>1</sup> <http://study.com/academy/lesson/what-is-lifelong-learning-definition-benefits.html>

<sup>2</sup> [https://en.wikipedia.org/wiki/Lifelong\\_learning](https://en.wikipedia.org/wiki/Lifelong_learning)

<sup>3</sup> a Niger-Congo language of southwestern Nigeria and parts of Benin and Togo; also : a member of any of the Yoruba-speaking peoples of this region

<sup>4</sup> *Integrating Lifelong Learning Perspectives*, UNESCO Institute for Education, 2002, p.39 (317p.)

But being well-educated is not necessarily the key to good employment. Employers are searching for specialists with transferable skills, which include the ability to learn and to develop. A more highly skilled worker is an asset to any company and can lead a faster promotion with associated salary increases.

Someone who can offer more expertise will be of more value not just to employers but also to customers, because expertise is a key quality of an effective leader. This is true from the financial point of view too. The more knowledgeable managers are the more profit the company can raise.

There are several groups of people in Belarus and several types of demands.

The first group clearly represents those already incorporated in the formal education system but inexperienced ones. Mainly the first group is represented by students. They face a system that is lacking in quality in terms of educational provision and that has not been proven useful in terms of delivering basic competencies and work-related competencies.

The challenge here is a matter of providing quality education, specially for those who have less. Another problem is a fast growing variety of new technologies appearing worldwide today and out of date equipment which does not let the specialists apply those new technologies. So, their demand is to gain managerial skills, to know the latest equipment in order to meet market requirements.

The second group is clearly the one to which LLL programs are channeled to. This group is represented by people whose common school level does not go beyond ten years. In Belarus there are thousands of people hired in textile who do have only basic education. These people either could not have access to education or have abandoned colleges or high schools basically for economic reasons; others join short training courses and end up in low grade economic activities in the formal labor market, or are trying to carry out self-employment strategies. In this context, LLL has very clearcut demands. People are basically concerned with having work skills and competencies in order to be able to incorporate themselves in productive activities. The problem is they also face serious deficits in terms of basic competencies.

Lifelong learning is not only an educational principle but a criteria for guaranteeing equal opportunities. Its two basic purposes are the promotion of citizenship and to increase people's capacity for productive incorporation. It is a matter of simultaneous education for social life and work—an educational and work dimension not isolated from each other. This is the main trend so far, but articulated in a continuum that goes from the first years of school to very corner and niche of everyday life all life long.

But how can we provide such a process for every group of specialists, ensuring them with the opportunities to get wages and gain knowledge simultaneously? How to organize on the job training for those who need to stay at the plant most of their time?

Nowadays when E-learning is gaining its popularity covering every stage of education, it will be not difficult to create such a structure which will propose

advanced trainings for every group of specialists: those with higher education, technical one and none at all.

There is an essential advantage of such delivery in advanced training for staff.

Specialists can gain new knowledge in their spare time. It is as good as gold for those enterprises which are distantly located from the educational institutions.

Throughout such project as Tempus project “University and Industry for the Modernization of textile manufacturing sector in Belarus” we have analyzed our existing system of advanced training for Belarus enterprises.

The results show that specialists as well as managers are very cautious about distance learning. For example answering the question:

"Do you consider for a specialist acceptable such form of advanced training as e-learning?" we could see that about third of the polled (that is 34,9 % of specialists and 29,4 % of managers ) didn't know anything about such form of training. About 20% still do not accept such form of advanced training as e-learning.

All in all we have polled the staff of 16 Belarus enterprises and created a top list of distance courses according to their value for the specialists. There have been created 4 course modules dealing with:

- Quality evaluation of yarns and semi-products.
- Up-to-date methods of textiles finishing.
- Computer Aided Design in garment industry.
- Vector graphics Corel Draw.

Result level shows that E-learning is alternative to the face-to face teaching method and does not waste students' time; which fits the main ideas of LLL-process. E-learning complements face-to-face teaching method, and increased collaboration learning and interaction. Although VSTU has a stable internet provider to support easy and fast learning and teaching there are still significant challenges of E-learning in Vitebsk State Technological University education such as inappropriate finance for e-learning advertisement campaign.

“Vitebsk State Technological University proved to be a trusted provider of E-Learning. We were proposed a range of courses to suit every need. An e-course costs less to deliver, promotes the linkage of employment and study, allows students to work and live at home and avoids the burden of excessive debt.” - mentioned all of the students.

The range of subjects is broad enough and tutor support is easily accessible, while the format allows students to combine their coursework with paid employment and so avoid excessive debts. By the way the average debt for a student starting advanced training course last year will be twice as much.

We can surely confirm that distance learning can be a fine platform to support LLL process for specialists of light industry and it will grow in popularity each year.

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**COMPUTER SIMULATION OF THE MARKET  
EQUILIBRIUM OF THE PRODUCTS OF  
MILAVITSA CJSC**

**КОМПЬЮТЕРНОЕ МОДЕЛИРОВАНИЕ  
РЫНОЧНОГО РАВНОВЕСИЯ ПРОДУКЦИИ  
ЗАО «МИЛАВИЦА»**

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*Key words:* competitiveness, demand function, supply function, equilibrium price, coefficient of elasticity of demand, correlation-regression analysis, regression equation, computer mathematics system, table processor.

*Ключевые слова:* конкурентоспособность, функция спроса, функция предложения, равновесная цена, коэффициент эластичности спроса, корреляционно-регрессионный анализ, уравнение регрессии, система компьютерной математики, табличный процессор.

*Abstract.* The article discusses the possibility of using application software packages to determine the competitiveness of light industry products in the domestic market. Statistical analysis of the data was used as a research method.

*Аннотация.* В статье рассматриваются вопросы возможности использования пакетов прикладных программ для определения конкурентоспособности продукции легкой промышленности) на внутреннем рынке. В качестве метода исследования выбран статистический анализ данных.

The purpose of the study was to study the competitiveness of CJSC “Milavitsa” products (articles of the women's assortment of the corset group) on the domestic market, determine the equilibrium price and the elasticity of demand.

Research methods: correlation-regression statistical analysis, optimal planning.

Initial data: real data obtained by students of the VSTU at the trading floors of CJSC “Milavitsa”.

Research tools: Maple computer mathematics (SCM) system (Statistics library) and MS Excel spreadsheet (functions of the Statistical category, tools Parameter selection and Solver).